

The AUTHOR & JOURNALIST



PLOTTING STORIES FOR THE LOVE PULPS

By SALLY GORDON

A CALENDAR FOR WRITERS

By HAZEL HARPER HARRIS

SLAYING OLD MAN DISCOURAGEMENT

By FRANK A. WHITE

Quarterly

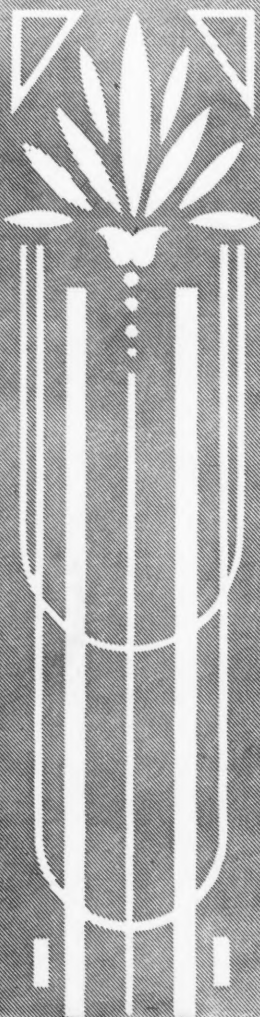
HANDY MARKET LIST of Periodical Markets

Up-to-date Requirements of 700
Leading Manuscript Markets

Exclusive Market Tips - Prize Contests
Trade Journal Department



JUNE



20¢

THE AUTHOR & JOURNALIST...

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A correspondent suggests that a list of editorial taboos would be a helpful feature of *THE AUTHOR & JOURNALIST*. We believe so ourselves. One difficulty is that these taboos are constantly changing. Then, too, the subject is infinitely complex. There is a distinction between taboos that are common to all, or the majority of magazines, and individual taboos. Sex, for example, is taboo in a large number of magazines; it is admitted to others in varying degrees. Some adventure magazines will permit no woman interest, others will permit it as a minor element. These, however, may be regarded as matters of individual policy.

General taboos may be mentioned. For example, controversial religious themes generally are barred. Many controversial subjects are avoided by popular periodicals. Race prejudice is dangerous; it is unwise even to make the villain a member of a specific race. In a wholly Jewish story, the Jewish villain may of course be opposed to a Jewish hero, but a Jewish villain opposed to a Nordic hero might be construed as a reflection on Jews in general—and so with other races or nationalities. Mexican villains in Western yarns have led to protests from the Mexican government. Yet in a story dealing with an American in Mexico, the hero might be opposed to a whole gang of Mexican villains without endangering criticism, because it is taken for granted that there are criminal elements in every country.

Indians, for some obscure reason, are practically taboo in fiction, particularly in Western fiction. In spite of the fact that Indians were an integral part of the pioneer West, the prevailing opinion seems to be that readers do not want to hear about them.

Stories in which gangsters and criminals "beat the law" and come out ahead are not wanted. This is un-

doubtedly in part because the authorities frown upon such themes as tending to encourage crime. Incidentally, the word has quietly gone around that the Department of Justice prefers that stories involving kidnapping shall be eliminated from magazine fiction. A large proportion of editors undoubtedly will be governed by the wishes of the department in this respect.

Tragic or unhappy endings, stories involving hospitals or sickness, stories involving revolting or harrowing details, stories dealing with perversions or insanity—all these are on the "thumbs down" list in the majority of editorial offices. Yet the restrictions are by no means absolute. In the literary magazines—as distinguished from pulps or slicks of popular appeal—such themes, skillfully handled, often are accepted, along with psychological studies, plotless sketches, and experimental types of fiction.

If readers who have made a study of the subject will send us examples of editorial taboos, general or specific, we may be able to publish them from time to time as space permits.

Writers and students of writing who contemplate vacation trips this summer should welcome the opportunity to combine their vacationing with self-improvement. Various summer writers' conferences have sprung up within recent years to meet such a demand. Among the most successful is the Writers' Conference in the Rocky Mountains, which will hold its fifth annual session from July 23 to August 10. It is conducted at Boulder, Colorado, under the auspices of the Extension Division of the University of Colorado.

The program includes classes, lectures, and a series of writers' forums, in addition to special conference events such as dinners and a beefsteak fry on Flagstaff Mountain.

The staff for the 1934 conference is exceptionally interesting. Edward Davison, famous English poet and critic, will be in charge of the poetry seminar and will lecture. Short-story writing will be taught by Blanche Young McNeil, who has capably handled this subject from the first year of the conference. Novel writing will be under William Reitzel, who is the author of various novels under the *nom de plume* of Wilson Wright. Mignon Baker, successful journalist, will give an intensive course in article and feature writing. Special lectures will be given by Margaret Culkin Banning, leading novelist; Norman Hapgood, author, critic, and editor; Willa Roberts, managing editor of *Woman's Home Companion*, and William M. John, novelist and winner of the O. Henry award in 1930.

The Conference is under the direction of W. M. Campbell, who has guided it through four previous successful seasons, and to whom requests for literature may be addressed.

Publications less regardful for their readers than *THE AUTHOR & JOURNALIST*, including one widely-circulated magazine in the writing field, have accepted the advertising of National Press Association, Los Angeles. Extravagant circulars lead the recipient to believe that the "organization" (operated, *THE AUTHOR & JOURNALIST* is informed, by a young man with little or no journalistic experience), has "over 200 largest newspapers in the United States" as subscribers. An opportunity to make money simply by clipping local newspapers is painted. Of course, there is a "press card."

The concern is really engaged in the business of selling a correspondence course; the story of numerous newspaper clients is "come-on stuff." *THE AUTHOR & JOURNALIST*'s investigation indicates that the National

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PLOTTING STORIES FOR THE LOVE PULPS

... By **SALLY GORDON**

Sally Gordon is the pen name of a very successful writer for the love-story fiction magazines. The Author & Journalist has experienced difficulty in securing good articles on writing for this field; this one is exceptionally helpful, in our opinion.

NOTHING ever happens to you. Not once have you seen a beautiful lady beckon mysteriously to you from the shadows of a luxurious limousine. Never have you crossed the Pacific in a non-stop air flight or been captured by gentlemanly bandits.

You want to write glamorous stories about things that never happened. You want to tell about things that are foreign to your daily dull routine.

"How can I write about me?" you ask. "Nothing ever happens to me—nothing worth the cost of the typewriter paper I'd put it down on. All the interesting things happen to other people."

You're wrong. I know that you're wrong.

Because you can write about yourself. You can write thrillingly about yourself.

You can make interesting stories out of the everyday things that happen to you. You can see yourself as glamorous and romantic. It all depends on the angle from which you write.

You lead a simple life. You own neither a machine gun nor a harem. No unknown admirer showers you with kingly gifts. No anonymous lover writes you letters that are poems of love.

Now, then, can you write about yourself? Very easily. Let's take the events of a single day in your life and see what stories we can weave.

Your day begins with the bell of your alarm clock. Nothing to write a story about? Isn't it? What about the story of a girl who was slave to her alarm clock until one glorious day when something went wrong with the alarm clock bell and she awoke just too late for work, after she had been warned that one more tardy day meant the loss of her job? Let her go out, recklessly hoping against hope that she would find a job to take the place of the one that she had lost.

Let her be plunged into the maze of a mysterious murder. How? Well, suppose that she

is waiting outside an employment office, wondering if it is worth while to dash into the crowded, hopeless mass of unemployed. Let her be the sole witness to a murder. Better still, let a strange but handsome young man also be witness to it. Then the murderers whisk the girl and the handsome hero off with them so that the witnesses can't give testimony about the murder. There's a story for you.

Melodrama? Of course. But why not? It will sell, if well written, to any of several love-pulp magazines. Of course you must have a love affair between the girl and the handsome co-witness. Of course, too, the girl must think him a member of the gang who abducted her and must love him entirely against her will until the moment arrives when he finds a way to win freedom for her and himself, and to bring the murderers to justice. Then you can have your story end with wedding bells and orange blossoms. Good old Cinderella!

What next? After your alarm comes dressing for work. Can we get a story out of that? Suppose that you are a salesgirl in a department store. Today is the day of the big Opening. All of the girls are supposed to be smartly dressed in a way that is appropriate to the festive appearance of the store.

But your clothes are shabby and out of date. Even careful attention to the wave in your hair and the cupid's bow of your mouth and the contour of your face cannot hide the fact that you are much too poorly dressed for the occasion.

What are you going to do about it? You have no money to buy new clothes. Could you borrow some? Only from a girl you hate. Why do you hate her? Because she is trying to steal your best beau, of course. But she is generous with her clothes and has offered to lend you an outfit for the opening day. You don't dare refuse (although you suspect that she has some ulterior motive), because you simply can't afford to lose your job at a time like this.

You take the borrowed clothes and go to work. But something happens. A customer appears and accuses you of stealing a purse from her. She swears that she cannot be mistaken and everybody believes her except your best beau—the floorwalker or a buyer—something or other in the store. He remains faithful in spite of the fact that all appearances are against you. After a lot of commotion it is discovered that she has identified you by your dress—the borrowed dress.

But you think that your sweetheart loves the other girl and you won't make him unhappy by letting him know the truth about her. Eventually the customer reconsiders, after her worst temper has evaporated: "You—you have gray eyes. The girl who took my bag has black eyes. Otherwise she's just like you. She even has a dress exactly like yours. No. It must be the same dress. I noticed yesterday that one button was gone off the sleeve and I see that your dress has lost the same button."

Then your best beau looks sharply at the dress and then at your rival—the girl who lent you the dress. He draws from his pocket a snapshot of the other girl (in the same dress) and holds it out to the customer.

"Is this the girl who stole your bag?" he asks, and the customer recognizes the real culprit and accuses her.

So you are freed of suspicion and it really doesn't make any difference that you haven't smart clothes to wear to work, because (after a few wedding bells and orange blossoms) you are scheduled to settle down to life in a cottage, where your customary costume will be a pink house-dress with a frilly kitchen apron to match.

You see that I am planning stories for the love pulps. This is simply because that is the field in which I work most easily. If you follow this same method with your own plotting, you can slant the stories toward any field you prefer, of course.

Now let's go back to your own day: To the office. The same old place. The same old people. The same old routine. But suppose that there should be somebody new—somebody thrilling!

A mysterious young man who appears instead of your boss. He looks all over the office and beckons you to come into the private office.

Why does he choose you from all the rest of the stenographers? Is it because of the look that passed between his brown eyes and your gray eyes as you looked up to see him standing in the doorway?

He tells you that he is the son of the president. That his father has planned a friendly deal with a European customer. That the European has suggested that an alliance between the two families be cemented by a marriage be-

tween the son of the American and the daughter of the European. That the son, in order to avoid an arranged marriage, has said that he is already engaged to be married. That he wants you to act as his fiancée.

You are astounded. "Why should you pick me? Surely you know other girls." He blushes. "My father knows what I'm doing and he has suggested that I choose one of the girls in his office so that there will be less danger of—an entanglement later."

Somehow you know why he has chosen you from all the girls in the office. You remember the look that passed between your eyes and his just before you entered the private office. You find yourself wishing that this mock engagement were a real one.

Of course the other girl—the European—turns out to be a beauty and you are frightfully jealous of her. Your mock fiancée, to further his father's business interests, must see a lot of her and you are afraid that he is growing interested in her. Finally she comes to you and in her fascinating broken English, tells you that she thinks you've put up a grand joke but that your mock-fiance has told her the whole story. You are unbelievably angry. You forget that you have no real right to object to anything that the young man does. You stage a real fight and go away—leaving the office, as well as your furnished room. Somehow you want to get away from everything that reminds you of this man.

You hate him, you tell yourself. But you keep remembering the look in his eyes, the tone of his voice. In short, the reason for your anger is that you have fallen in love with him and that he has humiliated you by letting this fascinating European girl know that your engagement was only a farce and that he doesn't really care anything about you.

But the man finds you, of course. He tells you that he has loved you all the time. That he told the other girl your story so that she could help him win your love. That all he wants in the world is to make a home where you will be queen and he will be king. Wedding bells. Orange blossoms.

More pulp love stories can be made easily. What do you do after your morning's routine? Go to lunch at a soda fountain and then go window-shopping?

Very well. Build yourself a story out of this. Beside you at the soda fountain sits a strange young man—a rather interesting looking young man. You can see that he likes you and that he would like to talk to you, but he sees that you are a quietly dressed, nice-looking girl and he doesn't seem to dare to speak. You order your customary lunch. He orders the same lunch.

You stop and look into the window of a store. He stops and looks at the same display, without

saying a word. You continue your walk. So does he. You stop again. So does he.

He follows you all around town, stopping whenever you stop, starting whenever you start, but never saying a word to you. You go back to your office. He follows. You seat yourself at your desk, and start to work.

Five minutes later he comes to your desk, looking very businesslike and very much at home. "Will you please step into the efficiency office, Miss Jones?" he asks. Bewildered, you follow him.

He is the new efficiency man who is here studying what the stenographers in your plant do with their leisure moments.

He is at a standstill. He knows what you do at lunchtime but he doesn't know what you do after work. Will you please take him with you this evening so that he can see your usual leisure habits?

You are strangely angry. Why should he pick on you? What business is it of his? Why should your firm want to know what you do outside of business hours? They pay for eight hours of your day, not for twenty-four hours.

Somehow the fact that the man is young and handsome makes the anger still stronger.

You agree to take him with you, deciding that you will lead him a merry chase.

You rush to finish your work so that you can stop at a store on your way home. You decide to buy the enchanting dress that you've been longing for. You invest in slippers and fine mesh hose and a wisp of a chiffon handkerchief. You have made a date with the efficiency man for dinner time.

That evening is a mad whirl. You lead him to all the night clubs. You make him spend more money in one night than any other man has ever spent on you in three months. You treat him like the dirt under your feet, but you flirt daringly with a friend of his whom you meet through his introduction.

But when you go home you surprise yourself by bursting into tears instead of being triumphant at your success.

Why do you cry? Because you remember how mean you were to a man who was only, after all, doing his duty. It was his duty to study you just as it is your duty to type the letters that are your daily office routine.

Of course this is only the first of many dates. But you understand that he is only studying you. When he makes love to you, you think that is only a part of the routine. It is only because he wants to know what a stenographer does when someone makes love to her.

In the meantime you are also seeing something of the other man—the one to whom he introduced you. You know that he has fallen

in love with you and you aren't really surprised when he proposes to you.

You hesitate. After all, he is very nice and you do like him. Also he has money and it would be pleasant to live in a pretty cottage instead of a furnished room. You know that your efficiency man cares for nothing except his business and that you are so hopelessly in love with him that you don't know how you get through your day's work to get to the leisure hours that he spends with you.

While you are hesitating, the efficiency man comes.

The other man tells him about the proposal and asks him to help him plead with you. He teasingly says, "You are anxious to know what a stenographer does in her leisure hours? Well, here's a chance. Sometimes she gets proposed to. If you help me to tell her how nice it would be to be married, you'll be able to put in your report the exact words that a stenographer uses when she agrees to marry a man."

But the efficiency man's businesslike air is suddenly shed. He is masterful instead of studious. He ignores the other man and comes over to take you into his arms. "I refuse," he says, "to admit that there is a possibility of my stenographer agreeing to marry any man in the world except me."

He kisses you and then looks down and scolds you as you nestle in his arms:

"Why do you think I picked you instead of one of the other girls in the office?" he demands. "Why have I prolonged this study until I'm in danger of losing my job? Why do you think I've let you bully me and flirt with other men under my nose and listen to proposals from other men?"

"I—I don't know," you falter, and he kisses you again.

"Because I love you, of course," he announces. "Your days of bullying me and flirting with other men and listening to proposals are all over. From now on, you belong to me and I won't have you doing things like that. You are marrying me tomorrow, young woman, and I'll see to it that you spend every single leisure hour with me. Understand?"

Of course you do. More wedding bells and orange blossoms.

From an ordinary day of routine work we have built a little series of pulp love stories.

I have purposely chosen simple and typical plots. If you are just beginning to write for the pulp love magazines, it is not wise to make your plots too unusual or too complicated. If you do, you will have the stories nestling in your desk drawer indefinitely. The readers of these magazines want simple stories built around average girls. The problems of the girls in these stories are problems that might come to any girl

who reads the story. She can understand the heroine's experiences because they are things that might have happened to her.

Best of all, this type of plot should show you how easy it is for you to build stories around your own daily routine. If you work in an office, there are dozens of things every day that can be expanded into stories. What about the letter lost from the files? How about the new girl who is silent and mysterious but so beautiful

that even your own best beau finds his attention wandering to her?

If you work in a department store, there are still more stories. The politics of a big department store suggest dozens of stories.

If you stay at home or go out and sell or buy, if you act or sing or write, you have experiences that will make stories. Just get out of the habit of thinking that every story has to be built out of an unusual event and you'll be a long way towards success on the road that leads to writing stories about yourself.

A CALENDAR FOR WRITERS

... By HAZEL HARPER HARRIS



Hazel Harper Harris

THE most disappointing rejections of manuscripts are those accompanied by notes reading: "Your article on 'Yuletide Customs in Mexico' is excellent, but our December number has already been made up"; "We like your story, 'Vacationing With Vivien,' but we accepted a similar story for our summer number

several months ago"; or, "Had we seen your poem entitled, 'The First Day of School,' earlier, we could have used it in connection with the cover of our September number now on the press."

Many writers have found that some sort of calendar is a profitable reminder for the sending out of seasonable material.

Quarterlies, monthlies, weeklies, and dailies differ in the time required for making up forthcoming issues, but the following list which has been in use for several years will be found to comply with the schedule of the average monthly. It has served both as a guide for sending out seasonable material and for suggesting topics for new manuscripts. Certain events, such as the election of a president, leap year, etc., occur only periodically. Boys' Week, Girls' Week, Music Week, etc., occur annually, but are usually of small national interest, while state holidays, the blooming of state flowers, etc., are

merely of local interest, though any of these may influence the acceptance or rejection of a manuscript. The user of this list has numerous letters from editors accepting manuscripts, attesting their gratitude for seasonable material sent at the proper time. The editor of a well-known child's magazine wrote, "On this snowy day we began making up the April issue and your poem was brought to my desk. It put us all into the mood for our work and we are accepting it for our cover to be illustrated in color." Other editors wrote: "Our files had been closed for winter poems, but yours is of such seasonal nature that a check for it is being put through." "We had thought to make our August number a topical one, and your story arriving today has helped us to settle upon a subject." "We are in need of material for a special issue. Knowing that you have in the past sent us seasonal poems and articles we ask that you make a note of this and contribute something for our consideration."

Many writers find that their manuscripts ring true if written during the season for which they are intended and marketed the following year. On two occasions the writer wrote Valentine poems during February, when the very air was full of sentiment, and won prizes on them the following Valentine seasons. A writer is more likely to have the right flowers blooming and the right birds singing if an April story is written during the spring rather than in the fall, and the text will more likely take a whiff of lilacs with it to the editor's desk when sent out in the following September to January period.

Mrs. Harris has been selling prose and verse for a number of years. Two of her previous articles have appeared in *The Author & Journalist*. Her verse collection, "Wings of the Morning" won the 1930 book publication award of the Texas Poetry Society. A series of children's stories from her pen, first serialized, has been published under the title, "Tabby and Tommy."

The attached calendar, which may be augmented according to the needs of an individual writer, is a reminder that allows ample time for the sending of manuscripts to various types of publications. Eight months may seem a long time when many good magazines accept seasonable material within three or four months of publication, but editors like to look ahead and the writer who helps them by submitting material in plenty of time will find his sales increasing. This eight months' leeway allows for the sending out of manuscripts a number of times—which many writers, alas, are still compelled to do. However, if one has attained prominence in his special field of writing and also has his finger on the pulse of the various publications to which he regularly contributes, he may shorten the time allowed on his particular calendar by moving the months up—the list for January, let us say, will then be captioned April and so on around the calendar.

Semimonthly publications, weeklies, and dailies naturally accept material nearer their dates of publication than monthlies and quarterlies. If a seasonal story for August has been started on its way during January and has been rejected by several monthlies, the writer still has a chance to submit it to weeklies and newspapers. Failure to place it before August need not end its career if it is a good story, for there are still all the Augusts to come.

CALENDAR

1—JANUARY

Send out material for AUGUST.

1. Summer sports—boating, fishing, golfing, baseball, swimming, etc.
2. Summer games for children.
3. Picnics and menus for outdoor parties.
4. Boy Scouts, Girl Scouts, camps.
5. Swings, hammocks, clover, hay fields, bees, clouds, summer flowers.

2—FEBRUARY

Send out material for SEPTEMBER.

1. Labor Day.
2. School opens.
3. School clothes and lunches.
4. Parent and teacher activities.
5. Boarding-school stories and activities.
6. Homecoming for vacationists.
7. Goldenrod and other fall flowers.

3—MARCH

Send out material for October.

1. Columbus Day
2. Halloween
3. Indian Summer
4. Bulbs to bloom at Christmas must be planted in pots the second week of October.
5. Turning leaves, fall flowers, pumpkins, witches, owls, cats, etc.
6. Intense blue of sky.
7. Club season begins.

4—APRIL

Send out material for NOVEMBER.

1. Harvest moon, sheaves, Indian summer.
2. Thanksgiving, first Thanksgiving, holiday menus, games.
3. Religious poems, customs.
4. Book week—poems, articles and reviews on books and authors.
5. Annual chrysanthemum shows in New York, Chicago, Tokyo, etc.
6. Family reunions.
7. Football.
8. Rain, frost, burning leaves, bonfires, fireside.

5—MAY

Send out material for DECEMBER.

1. Christmas, old customs, cards, Holy Land, Wise Men, Biblical stories, Star of Bethlehem, religious verse.
2. Christmas decorations, guests, menus, candies, games.
3. Giving.
4. Family reunions.
5. Poinsettias, holly, mistletoe, greens, wreaths, snow, candles, bells.

6—JUNE

Send out material for JANUARY.

1. New Year, resolutions, greetings, customs.
2. Calendars.
3. Bells, snowdrops, violets, florists' shops.
4. First semester finished in school.

7—JULY

Send out material for FEBRUARY.

1. Washington's and Lincoln's birthdays. Patriotic material.
2. Valentine's Day, love poems and stories.
3. Mardi Gras in New Orleans.
4. Early flowers, such as jonquils, daffodils, narcissi, etc.
5. Fashions for Spring.

8—AUGUST

Material for MARCH.

1. Easter, religious aspect, fashions, Easter parade.
2. St. Patrick's Day, parties, games, menus.
3. Arbor Day, tree poems and articles.
4. Texas Independence Day, March 2.
5. Inauguration Day, March 4.
6. Early spring flowers, wind, kites.

9—SEPTEMBER

Send in Material for April.

1. April Fool jokes.
2. Easter, religious aspect, fashions, Easter parade, lilies.
4. Battle of Flowers before the Alamo celebrating the Battle of San Jacinto in Texas, April 21.
5. Spring flowers, bluebonnets, verbenas, tulips, etc., rain.

10—OCTOBER

Send out material for MAY.

1. Mother's day, Memorial day.
2. Poetry week, Baby week.
3. Close of school, Maypole, flag pole, daisy chains.
4. Gardens, hedges, flower beds, sundial, bird houses, etc.
4. Robbing bees, bee culture, etc.
5. Birds.

11—NOVEMBER

Send out material for JUNE.

1. Graduation, Alma Mater.
2. Fashions for weddings and summer sports.
3. Travel suggestions.
4. Rose Festival at Portland, Oregon.
5. Flag Day, June 14.

12—DECEMBER

Send out material for JULY.

1. Independence Day, July 4th.
2. Vacation stories and articles.
3. Baseball and other sports.
4. Summer cottages.
5. Icebox recipes, cooling beverages, hot weather dishes, picnics.
6. Camping, seaside, etc.
7. Summer flowers, vines.

EDITORIAL

(Continued from Page 2)

Press Association (the misleading nature of the business style is obvious; there is no association in the usual meaning of the word), mails a clip-sheet to newspapers, who are not subscribers. The contents of this sheet are publicity stories for which the writers receive 40% of receipts. The receipts (when, as, and if they accrue), are obtained from publicity clients at the rate of 1 cent for each thousand of circulation.

The Association also claims to offer feature material

for which clients pay. It is hardly necessary to point out that there exists no such avid market for newspaper clippings as the literature of the enterprise attempts to make readers believe.

Although it is aggressively soliciting business as a commercial institution, the concern claims to be a non-profit organization incorporated under the California laws. The enterprise is of doubtful qualification, and A. & J. readers are advised to save their money for one or another of the numerous better uses which can easily be found.

SLAYING OLD MAN DISCOURAGEMENT

... By FRANK A. WHITE



Frank A. White

I AM convinced that many of my friends have lost sales during the period of depression because they have let discouragement slow up their writing. I have made it a point to steel myself against the insistent whisperings that banks have failed, markets have been shot, and that the story will not sell. By overcoming

such discouragements I have sold several short-stories ranging up to 7000 words each and some lesser articles in 1933 and 1934. Had I listened to my fears I would not have attempted these, let alone have made the sales.

This slack period affords an excellent opportunity for the writer to improve himself, to write that best seller he always intended to write when he had time, and to attempt things he would not do under the ordinary stress of production. Especially is it a good opportunity to march fears and discouragements over the gang plank and drown them in the ocean. I have some pet fears that I must repeatedly face and hammer down.

One of these is that the world's stock of good plots has been exhausted. In overcoming this bugbear I gain comfort from the opinion of Mr. Arthur L. Rabb, an Indianapolis attorney. Mr. Rabb does not write but is a recognized authority on detective fiction. He is the consultant to the Bobbs-Merrill Company, book publishers, in his chosen field of effort. Mr. Rabb spends his vacation reading 1800 volumes of detective fiction which he keeps at his summer home. He has 130 volumes personally autographed by the late Edgar Wallace, British author, for whom he served as consultant.

Helping me to slay the fear that good plots have been exhausted, Mr. Rabb said:

"Such a sentiment reminds me of the clerk who resigned from the patent office in 1860 be-

cause he thought there could be no further inventions. Plot ideas are limitless."

When I get blue recalling that some of my good markets have slid to 1½ cents per word or even 1 cent and less, I can also get encouragement from a statement he made about the writers of not long ago. He said:

"Poe got only \$52 for his 'Mystery of Marie Roget' and \$110 for his 'Gold Bug.' Doyle sold his first Sherlock Holmes novel, *A Study in Scarlet*, for 25 pounds, about \$125.

"Compare this if you will with some of our modern authors. Some six years ago, one magazine purchased the first serial rights alone to *The Bellamy Trial* by Frances Noyes Hart for \$25,000. This, her first book, when I last heard, had netted \$100,000 in royalties. Writers, in spite of sliding prices, have a broader market and a better chance to earn real money than at any time in history."

A fear that I have felt, as no doubt others have, is that the editorial doors of worthwhile publications are practically closed to all but Big Names. Of this theory Irvin S. Cobb, who speaks from the authority of having served a grueling apprenticeship in newspaper work before selling his first story, once said:

"To my best knowledge and belief, the combine formed by editors against the works of new writers is not so air-tight nor so widespread as has been claimed. If a manuscript has merit, I am convinced that sooner or later, on its merits alone, it will find a market. If it lacks merit, no promotion campaign by me or any other individual would avail in finding a market for it."

The same thought was succinctly expressed by James Young, while assistant editor of *Colliers*, when he said that big writers write good sentences and good stories.

"Let the beginner do as well, and he will find there is no conspiracy against him," Mr. Young said.

I can always calm my frayed nerves in this respect by imagining myself in the place of the editor. It is up to the editor to get out the best magazine he can with the stories available, or he would not be editor long. Until I can

Mr. White, an Indianapolis newspaper man, has sold not only fiction, but has cashed in on fictionalized fact by selling more than 100 full-page Sunday feature stories and dozens of true detective stories, gathering his material in this country and in Europe. His chief markets have been the Hearst newspapers and Macfadden detective magazines.

write a story that is as good as those submitted by Peter B. Kyne, Ernest Hemingway, Richard Connell, or any number of writers featured in the leading magazines, I cannot blame the editor for turning it down. Until that day of proficiency is reached, there is a chance for me in the lesser magazines. My job is to turn out the best story I possibly can with the material at my command.

I get more enjoyment out of a firm-rooted belief that writers are made through constant writing, plus expert criticism, plus good sales advice, than some of my friends who believe writers are "born with certain inherent qualities that make them big names." The writer who sits down and dashes off a yarn in an hour, a day, a week, or even a month, and gets peeved because it comes back, could well get encouragement from the experience of Zane Grey.

As a beginner Zane Grey was buoyed up by a tremendous inward determination to be an author. He gave up his relatively secure job in New York. He went down on the banks of the Delaware, rented a little cottage, and wrote continuously and steadily for five long years. How many of us could stand that gaff? He wrote and garnered only rejection slips. He had exhausted his finances and borrowed from his wife for a trip west in a final effort to get material for a book that would sell. When he had put forth this effort, the literary critic of Harper's handed it back with this comment:

"I don't see anything in this to convince me that you can either write narrative or fiction."

It was one of the exceedingly bitter moments of his life. He seemed no nearer his goal than when he started. Grey went back to Lackawaxen with a bitter determination not to give up. With rain, sleet, snow and wind pounding his humble home, he wrote in a room that was bare except for stove, table and chair. He would put his hand into the open stove every quarter of an hour, to keep it from freezing. He was

writing that moment a book which Harper's would publish and which would become a "best seller." It is needless to mention that Zane Grey has made a fortune from his Western novels.

I have a friend who occasionally sells to *The Saturday Evening Post*. It is not infrequent for him to spend eighteen months on a single story, gathering fragments of material, planning his structure, writing and rewriting, and polishing until it is the best he can do. I cannot become discouraged when I do not sell a story upon which I have spent only a meager amount of honest hard work.

The annals are full of the accounts of those who made greater sacrifices and put forth more persistent effort to write a good story and to break into print than I have ever done to date. Rapidly gliding years sometimes discourage. But one has only to turn back through the pages of literature to see that a very small fragment of production, written after years of apprenticeship, has lasted through the ages. One might take Browning's little verse "Pippa Passes," or any of the lyrics from Tennyson, to illustrate this. Time alone will tell the story if the apprenticeship is served faithfully.

I had one university professor, I have forgotten much that he taught. But one thing I have not. He said that one should continue to study and improve after getting out of school. How many of us, as writers, seize the excellent opportunities offered for training? I have gotten remarkable help from correspondence schools offering courses in writing. New vistas have opened that meant sales. I have found help in systematically reading stories in the field I chose to write. Of no less value is the aid of reliable sales agents who know the market better than I, or of the reliable critics who can take some of the crazy kinks out of my writing. Surely these times offer a golden opportunity to the aspiring writer.

A.F.G. Protects Writers at Code Hearing

THE American Fiction Guild is actively representing the interests of writers at the hearings on the Publishers' Code in Washington, D. C., as this issue of *THE AUTHOR & JOURNALIST* goes to press. On Thursday, May 24, in a hearing before Administrator Davidson, Roy De S. Horn, representing the American Fiction Guild, entered a vigorous protest against all code provisions curtailing the rights of authors.

No definite action had been taken at the time of our going to press, although the attitude of Administrator Davidson was apparently sympathetic.

Mr. Horn demanded representation for authors hereafter on all hearings affecting writers. An almost unanimous protest on the part of writers against definitely inimical code provisions was registered.

Details as to objectionable provisions in the proposed code are not available at this writing. The subject has been discussed in these pages, and the demands of the American Fiction Guild for satisfactory recognition of the writing fraternity in codes have been outlined. However, the situation has been rapidly changing, and about all that it is possible to say is that vigilance is being exercised to protect the rights of authors.

In our next issue, we hope to be able to present a comprehensive statement of the situation and a review of what has been accomplished in the interests of writers generally. Mr. Horn is being actively assisted by Arthur J. Burks, president, who wired the A. & J. these particulars, and by other officers of the American Fiction Guild.

THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

FOR LITERARY WORKERS ❖ ❖ PUBLISHED QUARTERLY

JUNE, 1934

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. Only a few obvious abbreviations are employed; M-20 means monthly, 20 cents a copy; 2-M, twice monthly, Bi-M, bi-monthly; W-15, weekly, 15c; Q., quarterly, etc. Numbers indicate preferred word limits. Acc. indicates payment on or reasonably soon after acceptance; Pub., payment on or after publication. First-class rates, around 5 cents a word; good rates, an average around 1 cent or better; fair rates, around ½ cent; low rates, under ½ cent. Editor's name is given when available. When possible the name of magazine is followed by a key-word indicating the publishing house by which magazine is issued. S. & S. indicates Street & Smith; Doubleday indicates Doubleday, Doran & Co.; Mag. Pubs. indicates Magazine Publishers, etc. The notation "Slow" after a listing is a warning that delays in payment or non-payment for material have been reported; writers submit manuscripts to such markets at a risk.

LIST A

General periodicals, standard, literary, household, popular and non-technical, which ordinarily pay on acceptance at rates of about 1 cent a word or better.

- Ace High**, (Dell) 149 Madison Ave., New York. (Bi-M-15) Fast-action adventure short-stories; serials up to 50,000. C. W. Mowre. 1c up, Acc.
- Action Stories**, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast-moving, dramatic Western, adventure, mystery-detective short-stories 3000 to 6000; novelettes 12,000 to 14,000; novels 25,000 to 30,000. John F. Byrne. 1c up, Acc.
- Adventure**, (Popular) 205 E. 42d St., New York. (M-15) Distinctive adventure short-stories 5000; novelettes up to 30,000. William Corcoran. Good rates, Acc.
- Alibi**, (Magazines, Inc.) 55 5th Ave., New York. (M-15) Detective-action short-stories up to 6000; novelettes 15,000 to 25,000. Frank McNelis. Good rates, Acc.
- All Detective**, (Dell) 149 Madison Ave., New York. (M-10) Action-detective short-stories with unusual settings and "menace" 5000; novelettes 10,000 or 20,000. "Idea" shorts. C. W. Mowre. Good rates, Acc.
- All Story**, (Munsey) 280 Broadway, New York. (W-15) Dramatic, emotional love short-stories, heroine's viewpoint, 4000 to 7000, novelettes up to 12,000; complete novels 25,000. Amita Faigrieve. Good rates, Acc. (New writers, Pub.)
- All Western**, (Dell) 149 Madison Ave., New York. (M-10) "Different," well-plotted Western short-stories 5000, novelettes 10,000 or 20,000; little or no love interest. Special articles on the West. C. W. Mowre. Good rates, Acc.
- American Magazine, The**, (Crowell) 250 Park Ave., New York. (M-25) Short-stories 3500 to 5000; serials; articles based on personalities; articles of opinion from authoritative sources. Summer N. Blossom. First-class rates, Acc.
- American Mercury, The**, 730 5th Ave., New York. (M-50) Sophisticated reviews, comment, essays; serious and political articles, short-stories, sketches, verse; high literary standard. Charles Angoff, Mng. Ed. Good rates, Acc.
- American Scholar, The**, 145 W. 55th St., New York. (Q-50) Scholarly, non-technical articles on literature, art, science, economics, politics, education, etc.; brief accounts of scholarly scientific projects; appropriate long and short poems; no fiction. Wm. Allison Shimer, \$5 to \$50, Acc.
- Ardent Love**, (Magazines, Inc.) 55 5th Ave., New York. (M-15) Glamorous, dramatic love short-stories, sex touch, up to 6000; novelettes, serials. Barbara Stone. Good rates, Acc.
- Argosy**, (Munsey) 280 Broadway, New York. (W-10) Action fiction, all types except love or feminine leads; short-stories 1000 to 7000; novelettes 10,000 to 30,000; serials up to 60,000 (installments of 10,000); prose fillers 100 to 400. Don W. Moore. Good rates, Acc. (New writers, Pub.)
- Armstrong Stories**, (S. & S.) 79 7th Ave., New York. (M-20) Pseudo-scientific, fast-moving fiction, woman interest permitted. Short-stories up to 5500; novelettes 12,000 to 15,000. F. Orlin Tremaine. 1c, Acc.
- Atlantic Monthly**, 8 Arlington St., Boston. (M-40) Essays, human-interest articles, sketches, short-stories, verse; high literary standard. Elery Sedgwick. Good rates, Acc.
- Ballyhoo**, (Dell) 149 Madison Ave., New York. (M-15) Humorous cartoons, gags. Norman Anthony. Good rates, Acc.
- Battle Birds**, (Popular) 205 E. 42d St., New York. (M-15) Western-front air short-stories 5000. Harry Steeger. 1c up, Acc.
- Bill Barnes, Air Adventurer**, (S. & S.) 79 7th Ave., New York. (M-10) Air short-stories 3000 to 5000. 1c, Acc.
- Black Mask**, (Warner) 578 Madison Ave., New York. (M-20) Action detective short-stories 5000 to 8000, novelettes up to 15,000. Strong, convincing plot, with something more than crime and its solution for motivation; distinctive characterization, swift movement, virile action. Joseph T. Shaw. Good rates, Acc.
- Blue Book**, (McCall) 230 Park Ave., New York. (M-15) Western, mystery, adventure short-stories, novelettes. True-experience contests. Donald Kennicott. 2c up, Acc.
- Breezy Stories and Youngs**, 55 W. 3rd St., New York. (M-20) Smart sex short-stories, 2500 to 6000, novelettes 12,000 to 15,000. Phil Painter. 1c, Acc.
- Canadian Home Journal**, 71 Richmond St., W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials; articles of interest to Canadian women up to 2500. W. Dawson. Good rates, Acc.
- Chatelaine, The**, (MacLean) 143 University Ave., Toronto, Ont., Canada. (M-10) Articles of Canadian woman interest up to 2000, short-stories 3500 to 5000, 2 to 4-part serials. Byrne Hope Sanders, 1c up, Acc.
- Clues**, (S. & S.) 79 7th Ave., New York. (M-15) Rapid-action detective fiction, horror and weird elements, woman interest. Short-stories up to 5500; novelettes 12,000 to 15,000. F. Orlin Tremaine. 1c, Acc.
- College Life**, 570 7th Ave., New York. (M-25) Swift-moving, realistic short-stories, collegiate or other adolescent background, sex interest, 3000 to 5000; short short-stories 1000, articles 1200, humorous verse 4 to 6 lines; jokes; editorials 300. N. L. Pines. 1½c up, verse 10 to 20c line, jokes 35 to 50c, Acc.
- Collier's**, (Crowell) 250 Park Ave., New York. (W-5) Short-stories up to 5000; serials up to 60,000; articles on popular questions of the day 3500 to 5000; editorials; short short-stories. Wm. L. Chenery. First-class rates, Acc.
- Columbia**, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500 to 3500; action short-stories 5000; verse. John Donahue. 1 to 3c, Acc.
- Complete Stories**, (S. & S.) 79 7th Ave., New York. (Tri-W-15) Adventure, mystery, detective short-stories, novelettes up to 30,000, verse. E. C. Richards. Good rates, Acc.
- Cosmopolitan**, (Hearst) 959 8th Ave., New York. (M-25) Short-stories 3000 to 6000; short-stories 1000 to 1500; short novels 25,000 to 50,000; serials; articles of national import 2000 to 4000. Harry Payne Burton. First-class rates, Acc.
- Country Gentleman**, (Curtis) Independence Sq., Philadelphia. (M-10) Short-stories up to 6000; serials; articles of interest and importance to agricultural world; articles for women readers; humorous sketches; jokes; miscellany for boys' and girls' depts. Philip S. Rose. First-class rates, Acc.
- Cowboy Stories**, (S. & S.) 79 7th Ave., New York. (M-10) Fast-action Western short-stories, modern elements permitted, 2500 to 5500; novelettes 10,000 to 15,000. F. Orlin Tremaine. 1c, Acc.
- D. A. C. News**, Detroit Athletic Club, Detroit, Mich. (M-25) Humorous sketches up to 1500; verse. Chas. A. Hughes. First-class rates, Acc.
- Daredevil Aces**, (Popular) 205 E. 42d St., New York. (M-15) Thrilling Western-front air short-stories 5000; novelettes 15,000. Harry Steeger. 1c up, Acc.
- Delineator**, (Butterick) 161 6th Ave., New York. (M-10) Dramatic, human short-stories up to 5000; shorter lengths preferred; serials; articles. Oscar Graeve. First-class rates, Acc.
- Detective Fiction Weekly**, (Munsey) 280 Broadway, New York. (W-10) Detective, crime, underworld, mystery short-stories 2000 to 8000; novelettes 12,000 to 20,000; serials. Fact stories of murder mysteries. Howard V. Bloomfield. Good rates, Acc. (New writers, Pub.)
- Detective Story Magazine**, (S. & S.) 79 7th Ave., New York. (2M-15) Swift-moving action detective short-stories 2500 to 5000; novelettes 10,000 to 15,000; true crime stories 300 to 2500. F. E. Blackwell; Dorothy C. Hubbard, associate. 1c up, Acc.
- Dime Detective Magazine**, (Popular) 205 E. 42d St., New York. (2M-10) Mystery and action short-stories 5000, emphasizing menace and horror; novelettes 10,000 to 15,000. Harry Steeger. 1c up, Acc.
- Dime Mystery**, (Popular) 205 E. 42d St., New York. (M-10) Thrills, chills, horror in novels 20,000 to 25,000; novelettes 10,000; short-stories up to 5000. Rogers Terrill. 1c up, Acc.
- Dime Western Magazine**, (Popular) 205 E. 42d St., New York. (M-10) Strongly emotional Western short-stories 2000 to 6000; novelettes 10,000 to 18,000, girl interest, realistic characterization. Rogers Terrill. 1c up, Acc.
- Doc Savage Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Action-adventure short-stories up to 6000, American heroes, any locale. John L. Nanovic. 1c, Acc.
- Dream World**, (Macfadden) 1926 Broadway, New York. (M-15) First person confession type short-stories 5000; serials 25,000 to 50,000. Henry Lieferant. 2c, Acc.
- Elks Magazine**, 50 E. 42d St., New York. (M-20) Short-stories up to 5000. James S. Warren. First-class rates, Acc. (Overstocked.)
- Esquire**, 919 N. Michigan Ave., Chicago. (M-50) Articles on food, drink, sports, masculine viewpoint; humorous, sophisticated essays, sketches, short-stories, 1500 to 2500. Arnold Gingrich. 5c, Acc.

- Farmer's Wife**, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; short-stories, short serials, verse. F. W. Beckman. 1c up, Acc.
- Film Fun**, (Dell) 149 Madison Ave., New York. (M-20) Jokes, quips, epigrams. Lester Grady. \$1.50 to \$2, Acc.
- Five Novels**, (Dell) 149 Madison Ave., New York. (M-20) Western, adventure, sport, mystery, romantic novels 18,000 to 20,000, strong love interest. F. A. McChesney. 1 to 1 1/4c, Acc.
- Foreign Service**, Broadway at 34th St., Kansas City, Mo. (M) War short-stories up to 3000, short-stories of interest to A. E. F. veterans. Illustrations. Barney Yanofsky. 2c up, Acc.
- Formal**, 505 5th Ave., New York. (M) Sophisticated, satirical articles, short-stories, poems, humor, features for fraternity-sorority audience, up to 2000; cartoons. Charles Van Cott. 1c up, Acc.
- Forum**, 441 Lexington Ave., New York. (M-35) Controversial articles, essays, short-stories, verse. Henry Goddard Leach. Good rates, Acc.
- Frontier Stories**, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast-moving, dramatic Western, adventure, mystery, detective short-stories 3000 to 6000; novelettes 12,000 to 14,000; novels 25,000 to 30,000. John F. Byrne. 1c up, Acc.
- Gay Book Magazine**, 201 N. Broad St., Philadelphia. (Q-25) Skits; humorous verse; short-stories 1500 to 4000; articles of hilarious nature, smart sex interest; satires. Wm. H. Kotoed. About 1c, Acc.
- G-8 and His Battle Aces**, (Popular) 205 E. 42d St., New York. (M-15) Western front air short-stories 5000. Harry Steeger. 1c, Acc.
- Good Housekeeping**, (Hearst) 57th St. and 8th Ave., New York. (M-25) Young love short-stories up to 6000, serials, verse 3 to 4 stanzas. Overstocked on articles. W. F. Bigelow. First-class rates, Acc.
- Harper's Magazine**, 49 E. 33d St., New York. (M-40) Human-interest articles; essays; short-stories 4000 to 7000; serials up to 60,000; verse; high literary standard. Lee F. Hartman. First-class rates, Acc.
- Holland's, The Magazine of the South**, Main and Race Sts., Dallas, Texas. (M-10) Articles of interest to South; short-stories 2500 to 5000; serials 30,000 to 60,000; verse; children's stories. F. P. Holland. 1 1/2c up, photos \$2 up, Acc.
- Home Magazine, The**, (Tower) 55 5th Ave., New York. (M-10) Domestic and love short-stories 3000 to 5000; short-stories 1000; articles on assignment. Good rates, Acc.
- Hokey**, (Popular Mags., Inc.) Sexton Bldg., Minneapolis, Minn. (M-15) Sophisticated cartoons, ideas for cartoons. E. J. Smithson. Good rates, Acc.
- Household Magazine**, 8th and Jackson Sts., Topeka, Kan. (M-10) Household and general articles, short-stories about 1000, also 2500 to 5000, serials 20,000 to 50,000, verse, hints. Nelson Antrim Crawford. 2c up, verse 50c line, Acc.
- Independent Woman, The**, 1819 Broadway, New York. (M-15) Articles expressing woman's viewpoint on social and economic problems, 1200 to 2000; controversial articles on business and professional women's problems, business advancement; informative and light articles; verse 2 to 5 stanzas. Winifred Willson, \$10 to \$35, verse \$2 or \$3, Acc.
- Ladies' Home Journal**, (Curtis) Independence Sq., Philadelphia. (M-10) Articles 3000 to 5000; short-stories 5000 to 7000, serials, short lyric verse. Loring A. Schuler. First-class rates, Acc.
- Lariat Story Magazine**, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast-moving, melodramatic Western short-stories 3000 to 6000; novelettes 12,000 to 14,000; novels 20,000 to 25,000. John F. Byrne. 1c up, Acc.
- Liberty**, (Macfadden) Lincoln Square, New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000 to 5000; serials about 32,000; timely human-interest articles. Wm. Maurice Flynn. First-class rates, Acc.
- Literary Digest, The**, 354 4th Ave., New York. (W-10) Articles on national and foreign affairs. Arthur S. Draper. Varying rates, Acc.
- Love Fiction Monthly**, (Periodical House) 56 W. 45th St., New York. (M-10) Glamorous love short-stories 5000; novelettes 10,000 to 15,000; verse. Mrs. Rose Wyn. 1c, verse 25c line, Acc.
- Love Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-15) Modern love short-stories 3500 to 5000; novelettes 6500; 2 to 4-part serials, installments 5000 to 7000; verse up to 16 lines. Miss Daisy Bacon. 1c up, Acc.
- MacLean's Magazine**, (MacLean) 143 University Ave., Toronto, Ont., Canada. (2-M-10) Articles on Canadian subjects; short-stories up to 5000; serials 30,000 to 65,000. H. Napier Moore. 1c up, Acc.
- Master Detective, The**, (Macfadden) 1926 Broadway, New York. (M-15) Illustrated true detective and crime stories; outstanding serials, 6000 to 7000-word installments. John Shuttleworth. 1 1/4c, photos \$1 to 5, Acc.
- McCall's Magazine**, (McCall) 230 Park Ave., New York. (M-10) General and household interests; short-stories 2500 to 7000, serials. Otis L. Wiese. First-class rates, Acc.
- Modern Romances**, (Dell) 149 Madison Ave., New York. (M-10) True confession short-stories up to 5000; novelettes and serials by assignment. 2c, Acc.
- Mystery Magazine**, (Tower) 55 5th Ave., New York (M-10) Romantic mystery, detective short-stories 3000 to 5000; novels; true stories, articles on assignment. Good rates, Acc.
- National Geographic Magazine**, 1156 16th St., N. W., Washington, D. C. (M-50) Official journal National Geographic Society. Authoritative human-interest articles on geographic subjects with photos. Gilbert Grosvenor. First-class rates, Acc.
- New Yorker, The**, 25 W. 45th St., New York. (W-15) Short-stories, 400 to 2000; factual and biographical material up to 2500; verse. Good rates, Acc.
- Nick Carter Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Detective-action short-stories up to 6000, detective heroes. John L. Nanovic. 1c, Acc.
- Operator No. 5**, (Popular) 205 E. 42d St., New York. (M-10) Secret service short-stories up to 6000; lone-handed struggle against large criminal odds. Rogers Terrill. 1c, Acc.
- Parents' Magazine, The**, 114 E. 32d St., New York. (M-25) Articles on family relationships, child care, etc., 2500 to 3000. Clara Savage Littledale. 1c up, Acc.; jokes, pointers for parents, recipes, parental problems, \$1, Pub.
- Pennac, The**, Rittenhouse Square, Philadelphia. (M-25) Sport articles, storyettes, humor 1000 to 1500. M. A. Kelly. 1 1/4c, photos \$1 up, Acc. (Overstocked.)
- Pete Rice Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Western action short-stories 2000 to 6000, old-time and modern. John L. Nanovic. 1c, Acc.
- Pictorial Review**, 222 W. 39th St., New York. (M-10) Articles of interest to women 2500 to 3500; action, drama, problem short-stories, novelettes, serials, verse. T. Von Ziekersch. First-class rates, Acc. (Overstocked.)
- Railroad Stories**, (Munsey) 280 Broadway, New York. (M-15) Railroad (steam and electric) short-stories and novelettes 1500 to 15,000. Query on sensational fact articles. Freeman H. Hubbard. 1 1/4c up, Acc. (New writers, Pub.)
- Ranch Romances**, (Warner) 578 Madison Ave., New York. (Bi-M-20) Western love short-stories 4000 to 9000; novels 30,000 to 35,000; serials 60,000 to 70,000; fillers up to 500; verse. Fanny Ellsworth. 1c, Acc.
- Real America**, 1050 N. La Salle St., Chicago. (M-25) Articles treating of vital American problems, exposes of graft and corruption, real facts about present-day conditions. Edwin Baird. Good rates, extra for photos, Acc.
- Redbook**, (McCall) 230 Park Ave., New York. (M-25) Short-stories, serials, complete novels, feature articles, short humor, cartoons. Edwin Balmer. First-class rates, Acc.
- Romantic Confessions**, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M) First person, confession love short-stories, serials up to 15,000. Good rates, Acc.
- Rotarian, The**, 211 W. Wacker Drive, Chicago. (M-25) Human-interest articles on business and industry, travel sketches, humor, essays, short-stories 1500 to 2000. First-class rates, Acc.
- Saturday Evening Post, The**, (Curtis) Independence Sq., Philadelphia. (W-5) Articles on timely topics 3000 to 5000; short-stories 5000 to 7000; serials up to 90,000; humorous verse; skits; cartoons. George Horace Lorimer. First-class rates, Acc.
- Scribner's Magazine**, 597 5th Ave., New York. (M-35) Critical and interpretative articles 1000 to 5000; short-stories up to 5000; little verse. Alfred Dashiell. Good rates, Acc.
- Secret Agent "X"**, (Periodical House) 56 W. 45th St., New York. (M-10) Detective short-stories 5000; novelettes up to 10,000; sinister note. Rose Wyn. 1c, Acc.
- Serenade**, (Tower) 55 5th Ave., New York. (M-10) Love short-stories up to 5000; short shorts 1000 to 1500; novels; articles on assignment. Ruth Raphael. Good rates, Acc.
- Shadow Magazine**, (S. & S.) 79 7th Ave., New York. (2M-10) Action detective short-stories 1500 to 6000, detective or police heroes. John L. Nanovic. 1c, Acc.
- Short Stories**, (Doubleday) Garden City, New York. (2-M-25) Adventure and mystery short-stories up to 6000, novelettes 10,000 to 12,000, complete novels, serials 25,000 to 60,000, outdoor fillers 50 to 500. True adventures up to 1000. Harry E. Maule, Ed.; Dorothy McIlwraith, Mng. Ed. Good rates, Acc.
- Smokehouse Monthly**, (Popular Mags. Inc.) 529 S. 7th St., Minneapolis, Minn. (M-15) Jokes, wisecracks, cartoon suggestions, cartoons, epigrams, ballads. E. J. Smithson. Jokes \$2 up, verse 15c line, Acc.
- Sport Story Magazine**, (S. & S.) 79 7th Ave., New York. (2M-15) Competitive sport short-stories up to 6000; novelettes up to 12,000 (query on serials, articles). Ronald Oliphant. Good rates, Acc.
- Startling Detective Adventures**, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M-15) True detective stories, solved cases, 1000 to 5000; serials 2 to 4 parts, 4000 to 5000 each installment. Photos essential. John J. Green. 1 1/4c up, photos \$3 up, Acc. Submit synopsis first.
- Star Western Magazine**, (Popular) 205 E. 42d St., New York. Realistic, dramatic, colorful short-stories of the old West, girl interest; novelettes 10,000 to 15,000. Rogers Terrill. 1c up, Acc.
- Sweetheart Stories**, (Dell) 149 Madison Ave., New York. (M-10) Love short-stories 1500 to 5000. Good rates, Acc.
- Today**, 152 W. 42d St., New York. (W-10) Political, economic articles 2000. Raymond Moley; Wm. C. Stewart, Mng. Ed. 5c up, verse 50c line, Acc. Prefers query.
- Top-Notch Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Outdoor adventure short-stories 3000 to 5500; novels and novelettes 12,000 to 25,000; short short-stories up to 2000; occasional fantastic adventure stories. F. Orlin Tremaine. Good rates, Acc.
- True Confessions**, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M-10) First-person, confession short-stories up to 4500; serials up to 15,000; articles on marriage, divorce. (Overstocked on verse.) 1 1/4c, Acc.
- True Detective Mysteries**, (Macfadden) 1926 Broadway, New York. (M-25) True detective, crime stories with actual photos, under official by-line, 2000 to 7000; serials, installments of 6000 to 7000. Send for detailed instructions and case cards. John Shuttleworth. 2c, photos \$1 to \$5, Acc.
- True Experiences**, (Macfadden) 1926 Broadway, New York. (M-10) Confession short-stories, serials. Good rates, Acc.
- True Romances**, (Macfadden) 1926 Broadway, New York. (M-15) True, confessional, first-person short-stories 1000 to 8000; true-story serials 30,000 to 60,000, 2c, Acc.
- True Story Magazine**, (Macfadden) 1926 Broadway, New York. (M-15) True, confessional, first-person short-stories 5000; serials 25,000 to 50,000; jokes. L. M. Hainar. 2c; jokes, \$2 up, Acc.

Vanity Fair, (Nast) 420 Lexington Ave., New York. (M-35) Satirical articles, essays on modern life dealing chiefly with personalities, politics, drama, sport, etc., up to 2000; short short-stories, unusual and rare photos of living celebrities. F. W. Crowninshield. Good rates, Acc.

Vogue, (Nast) 420 Lexington Ave., New York. (2M-35) Articles on modes, travel; fashionable life angles; society and travel photos. Edna W. Chase, \$50 to \$150 per article, Acc.

War Birds, (Dell) 149 Madison Ave., New York. (M-10) Western-front air-war short-stories 3000 to 5000; novelettes 15,000 to 25,000; no first-person material. C. W. Mowre. Good rates, Acc.

Western Romances, (Dell) 149 Madison Ave., New York. (M-15) Romantic Western love short-stories 5000; novelettes 10,000 or 20,000; true features; Western verse. Carson W. Mowre. Good rates, Acc.

Western Story Magazine, (S. & S.) 79 7th Ave., New York. (W-15) Western short-stories up to 5000; complete novels 25,000; serials up to 80,000, 12,000-word installments. (Query on serials.) F. E. Blackwell; Dorothy C. Hubbard, associate. Good rates, Acc.

Whiz Bang, (Popular Mags. Inc.) 529 S 7th St., Minneapolis, Minn. (M-15) Jokes, epigrams, humorous rural editorials, ballads up to 64 lines, cartoon suggestions. E. J. Smithson. Jokes \$2 up, verse 15c line, Acc.

Wild West Weekly, (S. & S.) 79 7th Ave., New York. (W-15) Typical "Wild West" short-stories 3000 to 6000, novelettes 12,000 to 15,000. Ronald Oliphant. Good rates, Acc.

Wine and Good Living, 116 E. 59th St., New York. (M-25) Articles on wine, food, enjoyment of leisure. Henry Chapin. 2c, Acc.

Wings, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Complete war-air novels of the Western front 18,000 to 25,000. John F. Byrne. 1c up, Acc.

Woman's Home Companion, (Crowell) 250 Park Ave., New York. (M-10) Woman's and household interests. Articles, short-stories 2500 to 6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

Woman's World, 222 W. 39th St., New York. (M-10) Articles on women's interests, 1000 to 2000; short-stories 1500 to 5500, serials 40,000 to 50,000, short verse. Florence Brobeck. Good rates, Acc. (Overstocked.)

LIST B

General periodicals which (a) pay on publication, or (b) pay less than 1 cent a word, or (c) are chronically overstocked, or (d) offer a very limited market, or (e) concerning which our information is indefinite.

All America Sports Magazine, Madison Sq. Garden Arcade, New York. (M-15) Short-stories, articles on sports, boxing, wrestling, baseball, football, etc. Nat Fleischer. 3/4c, Pub.

Amazing Stories, (Teck) 222 W. 39th St., New York. (M-25) also **Amazing Stories Quarterly (Q-50)**. Short-stories based on correct science 5000 to 20,000; novelettes 20,000 to 50,000. T. O'Connor Sloane, Ph.D. 3/4c, Pub. (Overstocked.)

America, 329 W. 109th St., New York. (W) Catholic interests. Articles of timely interest, 1500 to 1800; verse. Rev. Wilfrid Parsons, S.J. 1c, Pub.

American Cookery, 221 Columbus Ave., Boston 17. (M-15) Short articles on domestic science 2000 to 3000, essays 1000 to 2500, short stories 1000 to 3000. 1c up, Acc.

American Detective, (Jay) 551 5th Ave., New York. (M-25) True fact stories on current crimes up to 3000. 3/4c, Pub.

American Hebrew and Jewish Tribune, 212 5th Ave., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, novelettes. Louis Rittenberg. 3/4c up, photos \$1 up, Pub.

American Legion Monthly, 521 5th Ave., New York. (M-25) Closed market. J. T. Winterich.

American Review, The, 218 Madison Ave., New York. (M-40) Reviews, comment. No poetry or fiction. Prefers query. Seward Collins. 1c, Pub.

American Spectator, The, 12 E. 41st St., New York. (M-10) Literary comment, reviews, by invitation only. Rates not stated.

American Weekly, The, 235 E. 45th St., New York. (W) Distributed with Hearst newspapers. Not in the market.

Arcadian Life, Route 4, Sulphur Springs, Tex. (M-10) Short folklore material, pastoral slant. O. E. Rayburn. 3/4c to 3/4c, Pub.; prizes for poems.

Asia, 468 4th Ave., New York. (M-35) Interpretative articles on oriental life, politics, art, culture, exploration and thought, Russia included. Richard J. Walsh. Fair rates, Acc.

Bandwagon, The, Insurance Bldg., Oklahoma City, Okla. (M-15) Sophisticated sketches, satires on prohibition, etc.; verse; cartoons for one-line gags; short-stories. Martin Hefflin. 3/4c up, unusual photos \$1.50 to \$5, Pub.

Beaver, The, Hudson's Bay House, Winnipeg, Canada. (Q-25) Articles on travel, exploration, trade, in the Canadian North, up to 2500. Douglas MacKay. 13/4c, Pub.

Bedtime Stories, (Nuregel) 145 W. 45th St., New York. (M-25) Sex short-stories. Henry Marcus. Low rates, Pub.

Best Detective Magazine, (S. & S.) 79 7th Ave., New York. (M-20) Not in the market. F. E. Blackwell.

Big-Book Western Magazine, (Two-Books Mags.) 80 Lafayette St., New York. (Bi-M-15) Complete Western novels 40,000 to 75,000. Will consider serial rights to published books. Carl F. Happel. Fair rates, Acc.

Black Book (Ranger) 220 W. 42d St., New York. (M-10) Detective short-stories, novelettes, 2500 to 25,000. Alice Phillips, Mng. Ed. Rates by arrangement, Pub.

B'nai B'rith Magazine, 70 Electric Bldg., Cincinnati, O. (M) Jewish articles, essays, short-stories up to 3000; interviews. Alfred M. Cohen. 1c up, Pub.

Bridge Forum, 104 5th Ave., New York. (M-25) News items on contract bridge activities, articles on unusual angles of the game, jokes. Gene Clifford. Indefinite rates, Acc.

Bridge World, 30 Rockefeller Plaza, New York. (M-35) Bridge miscellany. No payment.

Broadway and Hollywood "Movies," 1450 Broadway, New York. (M-10) Humorous drawings, with or without gags. Walter W. Hubbard. Fair rates, Pub. (Slow.)

Broadway Tattler, 7 W. 22nd St., New York. (W) Gags, "inside" stories of theatrical, society, business worlds, racy line cartoons. Low rates, Acc.

Bronzeman, The, 65 E. 35th St., Chicago. (M-10) Negro interests. Love, domestic short-stories 2500 to 3000; articles 1200 to 1500; verse 16 to 20 lines. Perry C. Thompson. \$5 to \$10 per story, verse 3/4c word, Pub. (Slow.)

Canadian Magazine, 347 Adelaide St., W., Toronto, Canada. (M-10) Articles on Canadian topics up to 3000, short-stories up to 5000. Joseph Lister Rutledge. Up to 1c, Acc.

Chicagoan, The, 407 S. Dearborn St., Chicago. (M-25) Sophisticated, humorous articles, essays 1500 to 2000. Wm. R. Weaver. Indefinite rates. (Overstocked.)

Clown Magazine, Emaus, Pa. (M-10) Slapstick, humorous short shorts, essays, dialogues, cartoons. No jokes or poetry. J. I. Rodale. Indefinite rates.

Collegiate Digest, 114 S. Carroll St., Madison, Wis. (M) Clever articles, short-stories 1500, college interest, very little sex, illustrations. Frederick J. Noer. Indefinite rates.

Comfort, Augusta, Me. (M-5) Not in the market. V. V. Detwiler.

Common Sense, 315 4th Ave., New York. (M-20) Factual-economic, political articles with social implications 1500 to 3000. Fact items, fillers. A. M. Bingham. No payment.

Commonweal, The, Grand Central Terminal, New York. (W) Catholic review. Articles up to 3000; verse. Michael Williams. 1c to 2c, verse 40c line, Pub.

Community Welfare, South Whitley, Ind. (M-10) Articles on community life, problems of the farmer; short-stories up to 3000; occasional poems, humor. Geo. F. Peabody. 3/4c up, Acc.

Complete Detective Novel Magazine, (Teck) 222 W. 39th St., New York. (M-25) Detective short-stories 1000 to 8000; novels 40,000 to 75,000; true tales of detective work 1000 to 2500. 3/4c, Pub.

Complete Underworld Novelettes, (Carwood) 551 5th Ave., New York. (Bi-M-25) Detective-crime, mystery novelettes 15,000 to 30,000. J. Thomas Wood. 3/4c up, Pub.

Complete Western Book, (Newsstand Pubs.) 305 Broadway, New York. (M-15) Western short-stories 3000 to 7000; novels 50,000 to 60,000; submit synopsis first. Martin Goodman. 1c, novels, \$500, Pub. (Higher on assignment.)

Cupid's Capers, (Nuregel) 145 W. 45th St., New York. (M-25) Sex short-stories. Henry Marcus. Low rates, Pub.

Current History, 229 W. 43d St., New York. (M-25) Authoritative but entertaining articles on political, economic, social, cultural events, developments in America and abroad. 3000 to 4000. 2c up, Pub.

Economic Forum, 66 W. 12th St., New York. (Q-50) Articles on economic, political, sociological current problems; possibly verse; photos of economic conditions. Frank A. Vanderlip, Joseph Mead. Indefinite rates, Pub.

Eye-Opener, 402 Corn Exchange Bldg., Minneapolis. (M-25) Jokes, jingles, cartoons, cartoon ideas. Carl Barks. \$1 to \$3, Pub.

Family Circle, The, 400 Madison Ave., New York. (W-free) Not in the market. Harry H. Evans.

Family Herald and Weekly Star, St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordonsmith. \$4 column, Pub.

Flying Aces, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Air and air-war short-stories 3000 to 7000; novelettes 10,000 to 20,000; meaty fact articles, dramatically told, principally of modern aviation. 500 to 2500; modern and war photos; aviation jokes, cartoons, verse. A. A. Wyn. 1 to 2c, photos \$1 up, Pub.

Fortune, 135 E. 42d St., New York. (M-31) Articles with industrial tie-up. 75% staff-written but encourages contributions. Original Mss. or source material purchased. 3c up, Pub.

Gang World, (Spencer) 220 W. 42d St., New York. (M-15) Gangster, crime short-stories, novelettes, 2000 to 25,000. Rates by arrangement, Pub.

Gay Parisienne, (Merwill) 480 Lexington Ave., New York. (M) Risque short-stories, French locale, 2000 to 3500. Miss Cecile F. Glasberg. 3/4c, Pub.

Gentlewoman, 615 W. 43d St., New York. (M-5) Love and action short-stories small-town home-woman appeal, 3000 to 5000. Marion White. 3/4c, Pub.

Golder Book, 233 4th Ave., New York. (M-25) Reprints, translations of stories of exceptional literary merit, fillers. Joseph Anthony. 1c, Pub.

Good Stories, Augusta, Maine. (M-5) Not in the market. G. M. Lord. Low rates, Pub.

Great Detective, 151 5th Ave., New York. (M) Detective fiction, any type, up to 30,000. Will Levinrew. Good rates, Pub.

Greater Gangster Stories (Jay), 551 5th Ave., New York. (M-25) True fact stories on current crimes up to 3000. 3/4c, Pub.

Grit, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1000 to 4500; odd, strange pictures, brief text; household articles; short illustrated articles for women's and children's pages. Howard R. Davis. \$2.50 to \$5 per short-story, articles \$1 to \$3, photos \$1 to \$1.50, Acc.

Harper's Bazaar, 572 Madison Ave., New York. (M-50) Light, humorous articles on social phases. Does not encourage contributions. Arthur H. Samuels. Indefinite rates, Acc.

Home Friend Magazine, 1411 Wyandotte St., Kansas City. (M-5) Articles of interest to small-town and rural housewives; verse; short-stories up to 3500. E. A. Weishaar. $\frac{1}{4}$ to 1c, verse 10c line, photos $\frac{1}{2}$ to $\frac{3}{4}$ to \$2, Acc.

Hound & Horn, The, 545 5th Ave., New York. (Q-50) Literary-critical articles, short-stories, 2500 to 5000; poetry. Prose, \$2.50 page; poetry \$5 page, Pub.

Jack Dempsey's Fight Magazine, 201 N. Broad St., Philadelphia. (M) Boxing short-stories with adventure backgrounds up to 6000. Wm. H. Koford. Varying rates, Acc.

Judge, 18 E. 48th St., New York. (M-15) Jokes, epigrams, humorous short-stories, articles, up to 500; verse; drawings. Jack Shuttleworth. $\frac{1}{2}$ to 6c, jokes and paragraphs \$2 to \$5, drawings $\frac{1}{2}$ to \$75, cartoon ideas \$3 to \$15, Pub.

La Paree Stories, (Merwil) 480 Lexington Ave., New York. (M) Risque short-stories, French locale, 2000 to 3500; two-part stories 5000 to 6000. Miss Cecile F. Glasberg. $\frac{1}{4}$ to 1c, Pub.

Life, 60 E. 42d St., New York. (M-15) Humorous sketches up to 800. Geo. T. Eggleston. 5 to 8c, topical paragraphs, $\frac{1}{4}$ to 1c, Pub.

Living Age, The, 253 Broadway, New York. (2M-25) Translations and reprints only. Quincy Howe.

Lone Eagle, The, (Standard Mags.) 570 7th Ave., New York. (M-10) Thrilling war-air short-stories. Bruce McAlester. $\frac{1}{4}$ to 1c, Pub.

Love Novels Magazine, (Doubleday) Garden City, N. Y. (M-15) Glamorous love, stage, screen short-stories; novelettes up to 30,000; short verse. $\frac{1}{4}$ to 1c, Acc.

Masked Rider, The, (Ranger), 220 W. 42nd St., New York. Western short-stories 2000 to 7000; novelettes 10,000 to 20,000. Jack Phillips. Varying rates, Acc.

Mayfair, (MacLean) 143 University Ave., Toronto, Canada. (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins. 1c, Pub.

Menorah Journal, The, 63 Fifth Ave., New York. (Q-11) Jewish short-stories, sketches, one-act plays, essays, poetry. Henry Hurwitz. 1c up, Pub.

Miss America, 1450 Broadway, New York. (M) Short-stories, love and feminine themes for girl readers. Walter R. Schmidt. $\frac{1}{4}$ to 1c, Pub.

Modern Psychologist, The, 310 Riverside Drive, New York. (M-25) Articles, essays on psychology in all phases up to 3000. Dagobert D. Runes. Indefinite rates, Pub.

Modern Thinker, The, 310 Riverside Drive, New York. (M-25) Timely, controversial articles 2500 to 3500. Dr. Dagobert D. Runes. $\frac{1}{4}$ to 1c, Pub.

Mystery League, 11 W. 42d St., New York. (M-25) Mystery and detective short-stories 6000 to 12,000; novels 65,000 or longer. Ellery Queen. Indefinite rates, Pub.

Mystery Novels Magazine, (Doubleday) Garden City, N. Y. (Q-25) Detective, mystery novels, by arrangement.

National Home Monthly, Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. (M-10) Articles; short-stories 1500 to 4000. Fair rates, Pub.

Nation, The, 20 Vesey St., New York. (W-15) Reviews, comment, largely staff written. Articles 1200 to 2400. 1c, Pub.

New Outlook, 515 Madison Ave., New York. (M-25) Timely articles 3000, largely on assignment. Francis Walton, Mng. Ed. Good rates, Pub.

New Outlook, The, United Church of Canada, 299 Queen St., W., Toronto, Canada. (W) Articles on international problems, travel, art, etc., 1200 to 1800; short-stories up to 2000; verse; children's material. W. B. Creighton. $\frac{1}{4}$ to 1c, Pub.

New Republic, The, 421 W. 21st St., New York. (W-15) Articles on current social, political, economic questions 1500 to 2500; sketches of character background 1000; exceptional verse. Bruce Bliven. Varying rates, Pub.

1934: A Year Magazine, 721 Spruce St., Philadelphia. (3 yearly-50) Advance-guard short-stories, essays, verse; one-act plays; scenes from plays. J. Louis Stoll. Small payment beginning with Sept.

North American Review, 587 5th Ave., New York. (M-40) Clever, authoritative informative articles up to 4000; unstereotyped short-stories; occasional verse. Wm. A. DeWitt. Low rates, Pub.

Nudist, The, 45 W. 45th St., New York. (M-25) Articles and news on nudist activities. Rates not stated.

Occult Digest, The, 1900 N. Clark St., Chicago. (M-25) Occult facts, philosophy; true occult and psychic experiences. Efra E. Danielson. No payment.

Opportunity, A Journal of Negro Life, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; Negro life and problems. Elmer Anderson Carter. No payment.

Opinion, 122 E. 42d St., New York. (M-25) Articles 2500 to 3000; short-stories 2000 to 3000; Jewish interest. James Waterman Wise. 1c, Pub.

Our Army, 160 Jay St., Brooklyn, N. Y. (M-25) Stimulating controversial military articles; short-stories 1000 to 1200; jokes; cartoons; army background. G. A. Harter. Up to $\frac{1}{4}$ to 1c, Pub.

Our Dumb Animals, 180 Longwood Ave., Boston. (M-10) Animal welfare articles up to 800; verse up to 24 lines. Guy Richardson. $\frac{1}{4}$ to 1c, poems \$1 up, Acc.

Overland Monthly and Outwest Magazine, 502 H. W. Hellman Bldg., Los Angeles. (M-25) Articles, Western interest short-stories; verse. Arthur H. Chamberlain. Indefinite rates.

Paris Gayety, (Shade) 1008 W. York St., Philadelphia. (M-25) Spicy short-stories, Parisian slant, up to 3000. Pierre Dumont. $\frac{1}{4}$ to 1c, Pub.

Paris Nights, (Shade) 1008 W. York St., Philadelphia. (M-25) Sexy short-stories, Paris background, up to 3000. Pierre Dumont. $\frac{1}{4}$ to 1c, Pub.

Pep Stories (Merwil) 480 Lexington Ave., New York. (M-25) Risque short-stories 2000 to 3500; serials 6000 to 10,000. Miss Cecile F. Glasberg. $\frac{1}{4}$ to 1c, Pub.

Phantom Detective, The, (Standard Mags.), 570 7th Ave., New York. (M-10) Fast-action detective, crime, gangster, racketeer short-stories 4000 to 6000. Harvey Burns. $\frac{1}{4}$ to 1c, Acc.

Plain Talk, 1003 K. St., N. W., Washington, D. C. (M-25) Articles on public affairs 1000 to 3500; editorials 500 to 1000; verse; fillers up to 200. Morris A. Bealle. $\frac{1}{4}$ to 1c, Pub.

Police Gazette, 799 Broadway, New York. (Bi-W-15) Sport news; underworld short-stories with strong girl interest up to 1500. Mrs. Merle W. Hersey. 1c, Pub.

Psychology, 1450 Broadway, New York. (M-25) Psychological or inspirational articles personal experiences; short short-stories. Miss Eldora Field. Varying rates, Pub.

Rangeland Love Stories, (Clayton) 799 Broadway, New York. (M-20) Western fiction, major love interest. Short-stories 2500 to 6000, novelettes 25,000; two-part stories 30,000 to 35,000; three-part stories up to 40,000; verse up to 32 lines. W. M. Clayton. 1c, Pub.

Real Detective, 1301 Paramount Bldg., New York. (M-25) True illustrated crime stories; detective mystery short-stories 5000 to 6000; novelettes 25,000. West F. Peterson. $\frac{1}{4}$ to 2c, photos \$2 to \$3, Pub.

Review of Reviews, 233 4th Ave., New York. (M-25) Articles on politics, economics, national problems, travel. Albert Shaw. 2c up, Pub.

Rexall Magazine, The, 43 Leon St., Boston. (M) Marguerite Wettin. Not in the market.

Saturday Night, 73 Richmond St., W., Toronto, Canada. (W) Articles of Canadian interest up to 2000; light, humorous articles, satire. B. K. Sandwell. $\frac{2}{3}$ to 1c, photos \$2 to \$3, Pub.

Scholastic, 155 E. 44th St., New York. (W-10) Articles on current topics for high-school classes 500 to 1500. Maurice R. Robinson. 1c, Pub.

Sentinel, The, 511 S. Sangamon St., Chicago. (W) Short-stories, Jewish theme, 1200 to 1500. Louis S. Berlin. \$6 a story, Acc.

Sex, 250 W. 77th St., New York. (M) Articles on sex, hygiene, 1000 to 1500. Dr. Alfred J. Fox. $\frac{1}{4}$ to 1c, Pub.

Sexology, 25 W. Broadway, New York. (M-25) Scientific articles on sex hygiene, education, etc. David M. Keller, M.D. Indefinite rates.

Sex Science, 1482 Broadway, New York. (M) Articles on sex, sex hygiene, etc. Rates not at hand.

Sky Birds, (Mag. Pubs.) 67 W. 44th St., New York. (M-10) Air and air-war short-stories 5000 to 7000; novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, Pub.

Sky Fighters, (Standard Mags.) 570 7th Ave., New York. (M-10) Thrilling air-war short-stories, novelettes. Edward McRae. $\frac{1}{4}$ to 1c, Acc.

Snappy Magazine, (Merwil) 480 Lexington Ave., New York. (M) Snappy, risque stories 2000 to 3500. Miss Cecile F. Glasberg. $\frac{1}{4}$ to 1c, Pub.

Spicy Detective Stories, (Culture Pubs.) 480 Lexington Ave., New York. (M) Thrilling detective short-stories up to 7000, with strong sex elements. Lawrence Cadman. $\frac{1}{4}$ to 1c, Acc.

Spicy Stories, (Merwil) 480 Lexington Ave., New York. (M-25) Risque short-stories 2000 to 3500, serials 6000 to 10,000. Miss Cecile F. Glasberg. $\frac{1}{4}$ to 1c, Pub.

Spur, The, 515 Madison Ave., New York. (M-50) Articles on sport, travel, art, personalities, usually on assignment. H. S. Adams. Rates not stated.

Squadron, (Adventure House) 80 Lafayette St., New York. (M-15) Air-war short-stories 5000 to 8000. George Bruce. $\frac{1}{4}$ to 1c, Acc.

Star Novels Magazine, (Doubleday) Garden City, N. Y. (M-25) Adventure and mystery novels, mostly reprints; some new material.

Stars and Stripes, The, Washington, D. C. (W) Articles on soldiers' interests. No payment.

Stolen Sweets, (Nuregel) 145 W. 45th St., New York. (M-25) Sex short-stories. Henry Marcus. Low rates, Pub.

Story, 20 E. 57th St., New York. (M-25) Distinctive short-stories. Whit Burnett, Martha Foley. Nominal rates, Pub.

Super Detective Stories, (Super) 125 E. 46th St., New York. (M-10) Detective short-stories 5000; novelettes 8000 to 25,000; exotic, unusual, thrilling plots. Frank Armer. $\frac{1}{4}$ to 2c, Acc.

Tattle Tales, (Nuregel) 145 W. 45th St., New York. (M-25) Sex short-stories. Henry Marcus. Low rates, Pub.

Ten Detective Aces, (Mag. Pubs.) 67 W. 44th St., New York. (M-10) Dramatic detective, mystery short-stories, sinister note, woman interest welcome, 3000 to 5000; short shorts 1500 to 2000; novelettes 10,000. A. A. Wyn. 1 to 2c, short shorts \$25, Pub.

10 Story Book, 529 S. Clark St., Chicago. (M-25) Iconoclastic, frank, sex short-stories, satires, odd stories, playlets. Harry Stephen Keeler. \$6 a story, Pub. (Slow.)

Thrilling Adventures, (Standard Mags.) 570 7th Ave., New York. (M-15) Action short-stories up to 8000; novelettes 12,000; novels up to 20,000. Foreign locales; American heroes; occasional pseudo-scientific; no woman interest. J. S. Williams; Leo J. Margulies, Ed. Director. $\frac{1}{4}$ to 1c, Acc.

Thrilling Detective, (Standard Mags.) 570 7th Ave., New York. (M-10) Action-detective short-stories up to 8000; novelettes 10,000; novels 20,000. Harvey Burns; Leo J. Margulies, Ed. Director. $\frac{1}{4}$ to 1c, Acc.

Thrilling Love Magazine, (Standard Mags.) 570 7th Ave., New York. (M-10) Thrilling love short-stories up to 8000, novelettes 10,000; novels 20,000, girls' viewpoint. Dorothy Sands; Leo J. Margulies, Ed. Director. $\frac{1}{4}$ to 1c, Acc.

Thrilling Ranch Stories, (Standard Mags.) 570 7th Ave., New York. (M-15) Romantic action Western short-stories 4000 to 8000; novelettes 10,000; novels 20,000. Leo J. Margulies. $\frac{1}{4}$ to 1c, Acc.

Thrilling Western, (Standard Mags.) 570 7th Ave., New York. (M-15) Action-packed thrilling Western short-stories 5000 to 7000; novelettes 10,000; novels 20,000. No love interest. Leo J. Margulies. ¼c up, Acc.

Time, 135 E. 42d St., New York. (W-15) News, all staff written; no market, unless for exceptional news.

Toronto Star Weekly, 80 King St., W., Toronto, Canada. (W) Feature articles, general Canadian appeal, up to 1500; short-stories 3000 to 5000; love, mystery, sport, adventure serials; Canadian scene preferred. H. Main Johnston. About 1c, Pub.

Town Topics, 3017 N. Grand Blvd., St. Louis, Mo. (M-25) Short-stories up to 6000; feature articles, home and garden, interior decorating, woman-interest articles, humor; poems. John G. Hartwig. Indefinite rates, Pub.; prizes for poems.

Travel, 4 W. 16th St., New York. (M-35) Illustrated travel, exploration, adventure articles 1500 to 5000. Coburn Gilman. 1c, \$1 to \$3 per photo, Pub.

Two-Books Detective Magazine, (Two-books Mags.) 80 Lafayette St., New York. (Bi-M-15) Complete detective, mystery novels 40,000 to 75,000. Will consider serial rights to published books. Carl F. Happel. Fair rates, Acc.

Underworld, (Carwood), 551 5th Ave., New York. (Bi-M-20) Detective, crime deduction, gangster short-stories 3500 to 5000, novelettes up to 15,000. J. Thomas Wood. Up to 1c, Pub.

U. S. Air Services, 727 Transportation Bldg., Washington, D. C. (M-25) Aviation articles, short-stories, verse. E. N. Findley. 1c, Pub. (Overstocked.)

Virginia Quarterly Review, 1 West Range, University, Va. (Q-75) Literary, scientific, political essays 3000 to 5000, occasional short-stories, verse 10 to 40 lines. Lambert Davis. \$5 page (350 words) verse 50c line, Pub.

LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

AGRICULTURAL, FARMING, LIVESTOCK

Breeder's Gazette, Spencer, Ind. (M-10) Short stories of success in farming under 1000. Livestock articles. S. R. Guard. 1c, photos \$2, Pub.

Farm and Ranch, Dallas, Tex. (2M-5) Agricultural, livestock articles of the Southwest. Frank A. Briggs. ¼ to 1c up, Pub.

Farm Journal, The, Washington Square, Philadelphia. (M-10) Agricultural, scenic, humorous articles with photos 300 to 600. Overstocked on fiction and verse. Arthur H. Jenkins. First-class rates, Acc.

Hatchery Tribune, Mt. Morris, Ill. (M-10) Illustrated articles on successful selling methods by hatcheries 300 to 500. O. A. Hanke. ¼ to 2c, Acc.

Hoard's Dairyman, Fort Atkinson, Wis. (2M) Miscellany on dairying interests. W. D. Hoard. Low rates, Pub.

Iowa Farmer and Corn Belt Farmer, 422 Court Ave., Des Moines, Ia. (M) Agricultural miscellany. Paul Talbot. Indefinite rates, Pub.

Ohio Farmer, 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Indefinite rates, Pub. Cover photos, \$5 to \$10.

Poultry Item, Sellersville, Pa. (M) Articles on poultry raising, successful poultrymen, their establishments, equipment, experiences, etc., 500 to 2000. Good rates, Acc.

Poultry Tribune, Mt. Morris, Ill. (M-10) Illustrated poultry articles 800. O. A. Hanke. 1c up, Pub.

Successful Farming, Des Moines, Ia. (M-5) Agricultural articles; short-stories; verse; miscellany. Kirk Fox. 1c up, Acc.

ART, PHOTOGRAPHY

Antiques, 468 4th Ave., New York. (M-50) Authoritative articles on antique collecting 1500 to 2000. Homer Eaton Keyes. 1½ to 2c, Pub.

Camera, The, 636 S. Franklin Sq., Philadelphia. (M-25) Practical illustrated articles on photography and amateur cinematography 200 to 1500. No poetry. Frank V. Chambers. ¼c, Acc.

Photo Miniature, 70 5th Ave., New York. (M-40) Monographs on particular phases of photography 12,000 to 15,000. John A. Tennant. \$50 each, Acc.

AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION, HIGHWAYS

A. A. A. Travel, Pennsylvania Ave. at 17th St., Washington, D. C. Touring or travel articles, motor, plane, or water, 1500 to 1800; poems. Verva I. Hainer. 1½c, verse 3 to 5c line, photos \$3 to \$5, Acc.

Aero Digest, 515 Madison Ave., New York. (M-35) News and features on the aviation industry, aeronautical engineering, military aeronautics, air travel, etc. Geo. F. McLaughlin. ¼c up, Pub.

American Motorist, Pennsylvania Ave., at 17th St., Washington, D. C. Illustrated travel articles, vicinity of Washington, 1800 to 2000; verse. Verva I. Hainer. 1c, Pub.

Aviation, 330 W. 42nd St., New York. (M-35) News, features on aviation activities, technical articles, photos. Edward P. Warner. Good rates, Pub.

Highway Magazine, Armo Culvert Mfgs. Assn., Middletown, O. (M) Articles on construction, operation, use of roads 800 to 1200. 1c, photos \$1, Acc.

Motorboat, 63 Beekman St., New York. (M-20) Articles of interest to practical boat owners, stories of actual cruises, etc. Gerald T. White; E. S. Nelson, Associate. ¼ to 3c, Pub.

Motorship, 192 Lexington Ave., New York. (M-35) Articles on use of Diesel engines in ships, data on performance, economy of operation, 2000 to 3000. L. R. Ford. \$10 page, Pub.

National Waterways, Clark Bldg., Pittsburgh, Pa. (M-35) River transportation features, 3000 to 5000, news, fillers, photos. John W. Black. 1c, photos \$2 to \$3, Pub.

Weird Tales, 840 N. Michigan Ave., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 6000; novelettes up to 15,000; verse up to 35 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

West, (Doubleday) Garden City, New York. (M-20) Western short-stories 2000 to 6000; novelettes 10-12,000; novels 20,000 to 30,000, romantic interest subordinate; verse up to 32 lines. Harry E. Maule. ½c up, Acc.

Western Novel and Short Stories, (Newsstand) 305 Broadway, New York. (M-15) Western short-stories; complete novels, 75,000. Martin Goodman. Up to 1c, Pub. (Higher on assignment.)

Western Round-Up, 37 W. 8th St., New York. (M-20) Western short-stories 3000 to 10,000; novelettes 10,000 to 25,000; old West settings. Fictionized fact stories 3000 to 10,000 dealing with frontier days. William H. Cook. 1c, Pub.

Western Trails, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Western action short-stories with mystery slant and woman interest up to 6000; novelettes up to 10,000. A. A. Wyn. 1 to 2c, Pub.

Wild West Stories and Complete Novel Magazine, (Teck) 222 W. 39th St., New York. (M-25) Western short-stories 1000 to 8000, novels 40,000 to 75,000, articles up to 6000. ¼c, Pub.

Wonder Stories, (Gernsback) 96 Park Place, New York. (M-25) Plausible, adventure short-stories based on new scientific theories and developments of the future 1000 to 100,000. H. Gernsback. ½c to ¾c, Pub. Scientific fantasy poetry. 25c line. (Slow.)

Yale Review, Box 1729, New Haven, Conn. (Q-\$1) Articles on current political, literary, scientific, art subjects 5000 to 6000. Wilbur Cross. Good rates, Pub.

Popular Aviation, 608 S. Dearborn St., Chicago. (M-25) Popularized aviation, mechanics articles war experiences, true adventures 2500 to 3500; fact items, fillers 100 to 800. B. G. Davis. ½ to 1c, Pub., photos extra.

Power Boating, Penton Bldg., Cleveland, O. (M-25) Technical and semi-technical articles on boating subjects. J. G. Robinson. Indefinite rates, Acc.

Rudder, The, 9 Murray St., New York. (M-35) Illustrated fact articles on cruises, navigation, etc., 3000. Wm. F. Crosby. 1c, photos \$3, Pub. (Overstocked.)

Western Construction News and Highways Builder, 114 Sansome St., San Francisco. (M) Signed articles by civil engineers on Western subjects. A. Gilbert Darwin. Varying rates.

Western Flying, 420 S. San Pedro St., Los Angeles. (M) Practical, helpful "how to" articles on aviation sales, service, production, or aircraft operation 100 to 2500. Robert J. Pritchard. Up to 1c, Pub. (Overstocked.)

BUSINESS, ADVERTISING, SALESMANSHIP

Advertising Age, 537 S. Dearborn St., Chicago. (W-5) Spot news only, with illustrations. Special monthly section devoted to industrial marketing and advertising. S. R. Bernstein. 1c, Pub.

American Salesman, 4660 Ravenswood Ave., Chicago. (M) Material 97% staff-written, but buys occasional article. Query editor. 1c, Pub.

Bankers Magazine, 465 Main St., Cambridge, Mass. (M) Authoritative bank management articles. Keith F. Warren. ¼c up, Pub.

Barron's, 44 Broad St., New York. (W-25) Authoritative financial articles 500 to 2500. Sherwin C. Badger. Indefinite rates, Acc.

Burrough's Clearing House, 6071 2d Blvd., Detroit. (M) Query editor on bank operating and management articles. Henry J. Boone. 2 to 3c, Acc.

Business Week, 330 W. 42nd St., New York. (W-20) Not in the market. Marc A. Rose.

Commerce, 1 N. LaSalle St., Chicago. (M-25) Invites queries on business articles from Middle West. Howard R. Smith, Mng. Ed. Rates variable. (Overstocked.)

Credit & Financial Management, 1 Park Ave., New York. (M-25) Articles on general credit and financial problems. Chester H. McCall. 1c, Pub.

Executive Purchaser, The, 623 E. St. Clair Ave., Cleveland. (M-25) Articles dealing with purchasing, purchasing practices and selected industrial topics 1000 to 3500. Donald Hogate. ¼c up, Acc.

Forbes Magazine, 120 5th Ave., New York. (2M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1500 to 2000. Seldom buys from outside writers. B. C. Forbes. Good rates, Acc.

Good Business, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Articles on conducting business on constructive principles, 1000. 1c, Acc.

How To Sell, Mt. Morris, Ill. (M-10) The National Magazine of Direct Selling. Articles on direct selling 200 to 800. Fiction, 2000 to 3500, action, detective, love stories, no salesmen characters. Frank Gruber. Articles ½ to ¾c, fiction ¾ to 1c, Pub.

Independent Salesman, 22 E. 12th St., Cincinnati, O. (M-5) Illustrated interviews with and stories about people successful in direct selling. Martin E. Siegel. ¼ to 1c, photos \$1, Pub.

Nation's Business, The, 1615 H. St., N. W., Washington, D. C. (M-25) Business articles 2500. Merle Thorpe, Ed.; J. W. Bishop, Mng. Ed. Good rates, Acc.

Opportunity, 919 N. Michigan Ave., Chicago. (M) Interviews with big business men, with a sales angle, with successful salesmen, sales managers and distributors, accompanied by photo. Articles on "how" of selling. Ray O. Wiker. 1 to 2c, Acc.

Postage and Mailbag, 200 5th Ave., New York. (M-10) Direct-mail advertising articles. John Howie Wright. 1c, Pub. (Overstocked.)

Printers' Ink, 185 Madison Ave., New York. (W-10) (Also **Printers' Ink Monthly**-25) Advertising and business articles. G. A. Nichols, Ed.; C. B. Larrabee, Mng. Ed. Good rates, Pub.

Rand McNally Bankers Monthly, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beatty. Good rates, Pub.

Sales Management, 420 Lexington Ave., New York. (2M) Articles on marketing, national scope, signed by executives. Buys little. Raymond Bill. 1 to 3c, Pub.

Savings Bank Journal, 274 Madison Ave., New York. (M-35) Operation, advertising and promotion articles 1500 to 2000. J. C. Young. 1c, Pub.

Signs of the Times, P. O. Box 771, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated, 1000 to 1500. E. Thomas Kelley. 1/2c, Pub.

Specialty Salesman, Milwaukee, Wis. (Chicago Office, 307 N. Michigan Ave.) (M-15) Inspirational articles 1000 to 3000; human-interest short-stories 1000 to 3000; editorials on direct selling 800; short fact items, news pertinent to field 100 to 1000. H. J. Bligh. 1/2c up, Acc.

System and Business Management, 330 W. 42d St., New York. (M-35) Articles about business, profit-making ideas. Norman C. Firth. 1 to 2c, Acc.

Trained Men, 1001 Wyoming Ave., Scranton, Pa. (Q) Articles on industrial problems of interest to foremen, executives, 1000 to 2500; interviews 1000 to 2500. D. C. Vandercook. 1c up, Acc.

Western Advertising, 564 Market St., San Francisco. (M-20) Buys material only on special assignment. Douglas G. McPhree. 1c, Pub.

BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

American Home, The, 244 Madison Ave., New York. (M-10) Practical articles pertaining to home, interior decoration, building, gardening, recipes, 1200 to 1500. Mrs. Jean Austin. Indefinite rates, Pub.

Arts and Decoration, (Hanrahan) 578 Madison Ave., New York. (M-35) Articles, photos, drawings describing distinctive homes; the arts, entertainment. Decorating and furnishing merchandise news. 1 to 2c, Acc.

Better Homes and Gardens, 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, home-making articles 1500; brief short-stories of allied interest. Elmer T. Peterson. 2c up, usual photo rates, Acc.

Country Home, The, 250 Park Ave., New York. (M-5) Articles on home building, improvement, gardening, farming, general features, 2500, mostly staff written. Tom Cathart. Good rates, Acc.

Country Life, 244 Madison Ave., New York (M-50) Illustrated gardening sport, interior decorating, country estate, travel articles 1000 to 1500; good photos essential. R. T. Townsend. \$50 to \$75 per article, Pub.

House and Garden, (Nast) Lexington at 43d, New York. (M-35) Home decoration, landscape, architectural articles. Richardson Wright. 1c up, Acc.

House Beautiful combined with Home & Field, 572 Madison Ave., New York. (M-35) Articles on gardening, decoration, architecture up to 1500. Stewart Beach. 2 1/2c, Acc.

Modern Homes & Gardens, Builders Exch. Bldg., Cleveland, O. (M-10) Illustrated articles on homes, furnishings, gardens, 1000 to 2000; short-stories; occasional verse; photos of homes, interiors, gardens. Ralph G. Hess. 1/2 to 1c, Pub.

Sunset, 1045 Sansome St., San Francisco. (M-10) Home-making, garden, vacation, outdoor articles. Western appeal, 1000 to 1500. Buys chiefly from Western writers. Lou F. Richardson; Genevieve A. Callahan. 1c up, verse 25c line, fillers 1/2, Pub.

Town and Country, 572 Madison Ave., New York. (2M-50) Not in the market. H. J. Whigham.

EDUCATIONAL

American School Board Journal, 407 E. Michigan St., Milwaukee, Wis. (M-35) School administrative articles 500 to 5000. Photos of children in school activities, new school buildings. Wm. C. Bruce. 1/2 to 1/2c, Pub.

Grade Teacher, The, 425 4th Ave., New York. (M-25) Classroom helps. Florence Hale. 1/2c up, Pub. (Overstocked.)

Industrial Arts and Vocational Education, 407 E. Michigan St., Milwaukee, Wis. (M-25) Vocational articles. John J. Metz. 1/2c, news 1c, Pub. (Overstocked.)

Instructor, The, 514 Cutler Bldg., Rochester, New York (M-25) Educational articles for elementary schools 1800, educational juvenile short-stories 1500, recitations, school plays. Good rates, Acc.

Journal of Education, 6 Park St., Boston. (2M-20) Stories and articles of class-room experience 1000 to 2000. Isobel R. Lay. \$5 to \$10 per story, Acc.

Practical Home Economics, 468 4th Ave., New York. (M-20) Educational articles on home economics for teachers 1500 to 2000. Jessie A. Knox. 1/2c, Pub.

School Activities, Topeka, Kans. (M-20) Articles on high-school extra-curricular activities 1000, one-act plays for school use, stunts, money-making plans. Material for Parent-Teacher programs, good-will projects for schools. C. R. Van Nice. 1/2 to 1/2c.

School Management, 114 E. 32d St., New York. (M-20) 200-word departmental items. \$1 each, Pub.

School News and Practical Educator, Taylorville, Ill. (M-20) Practical articles for grade teachers 1800 to 2800. Mrs. C. M. Parker. Low rates, Pub.

HEALTH, HYGIENE

Arena and Strength, 2741 N. Palethorp St., Philadelphia. (M-15) Health, hygiene, exercise, diet, boxing articles. Up to 1c, Pub. (Slow.)

Forecast, 6 E. 39th St., New York. (M-25) Scientific discussion of nutrition, child training; news articles on food and health progress 2000 to 3000. Alberta M. Goudiss. 1 to 1 1/2c, Acc.

Hygeia, The Health Magazine, 535 No. Dearborn St., Chicago. (M-25) Health and medical articles and stories for the layman. Dr. Morris Fishbein. 1c up, Pub.

Industrial Medicine, 844 Rush St., Chicago. (M-50) Authentic articles dealing with study of the economy, law, theory, practice and statistics of employer-employee medical matters. Invites queries. A. D. Cloud. 1c, Pub.

Journal of the Outdoor Life, 50 W. 50th St., New York. (M-15) Anti-tuberculosis articles, short-stories, experience articles from tuberculosis patients. Philip P. Jacobs, Ph.D. Low rates, Acc.

Modern Medicine, 84 S. 10th St., Minneapolis. (M-25) Terse, crisp, vivid news abstracts of medical subjects; photos, illustrations of medical interest. Justus J. Schifferes, M. A. 1/2c up, photos \$3, Pub.

Physical Culture, (Macfadden) 1926 Broadway, New York. (M-15) Health articles, self-told adventures in health. Carl Easton Williams. Good rates, photos \$3 to \$5, Acc.

Trained Nurse & Hospital Review, 468 4th Ave., New York. (M-35) Articles on nursing, hospital, public health subjects 800 to 3200. Meta Pennock. 1/3 to 1c, Pub.

MUSICAL

Etude Music Magazine, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogics 150 to 2000. James Francis Cooke. \$5 column, Pub.

Metronome, 113 W. 37th St., New York. (M-25) Instructive articles on playing musical instruments, organizing orchestras, etc., 1000 to 1500. 1c, Pub.

Musical America, 113 W. 57th St., New York. (2M-20) Music articles 1500 to 2000. A. Walter Kramer. Indefinite rates.

Musical Courier, 113 W. 57th St., New York. (W-15) Informational articles of interest to musicians. Leonard Lieblich. 1c, Pub. (Slow.)

Musician, The, 113 W. 57th St., New York. (M-25) Not in the market. Paul Kempf.

Musical Quarterly, The, 3 E. 43d St., New York. (Q-75) Musical aesthetics, history articles. Carl Engel. Rates according to value, Pub.

RELIGIOUS

Adult Bible Class Monthly, 420 Plum St., Cincinnati, O. (M-10) Religious educational articles 300 to 1500, short short-stories 1200 to 1600, verse 2 or 3 stanzas, news of significant Bible-class activities 100. Lucius H. Bugbee. 1/2 to 1c, verse \$3 to \$10, photos \$2.50 up, Acc. (Overstocked.)

Ave Maria, The, Notre Dame, Ind. (W-10) Short-stories of religious tone, articles on topics of the day 3000, religious poems not over 16 lines. Juvenile adventure short-stories, serials, religious but not preachy. Rev. Eugene P. Burke, C.S.C. \$3 page, poems \$5, Pub.

Canadian Messenger, The, 160 Wellesley Crescent, Toronto, Ont., Canada. (M-10) Short-stories, Catholic atmosphere, 3000; no love stories; articles, Catholic interest, 1000 to 3000. Rev. J. I. Bergin, S.J. 1/2c, Acc.

Catholic World, 411 W. 57th St., New York. (M-40) Scientific, historical, literary, art articles; short-stories 2500 to 4500; verse. Rev. James M. Gillis, C. S. P. Indefinite rates, Pub.

Christian Advocate, The, 150 5th Ave., New York. (W-10) Articles, miscellany 1500. James R. Joy. Low rates, Pub. (Overstocked.)

Christian Endeavor World, 41 Mt. Vernon St., Boston. (M-20) Wholesome short-stories up to 2500, preferably 1500 to 1800, serials 8 to 10 short chapters, inspirational articles 1000 to 2000. Carlton M. Sherwood. 1/2c, photos \$1 to \$2, one mo. after Acc.

Christian Herald, 419 4th Ave., New York. (M) Religious, sociological articles; short-stories 1000 to 6000. Varying rates, Pub. (Overstocked.)

Church Business, Duplex Envelope Co., Richmond, Va. (Bi-M) Articles with or without illustrations on church plans, programs, etc., up to 800; religious fillers, jokes. Mary M. Cocke. About 1c, jokes \$1, Pub.

Churchman, The, 19 E. 47th St., New York. (2M-20) Liberal Christianity articles, verse. Rev. Guy Emery Shipley, Litt. D. No payment.

Congregationalist, 14 Beacon St., Boston. (W-10) Religious articles, verse. W. E. Gilroy, D.D. Indefinite rates, Pub. (Overstocked.)

Cradle Roll Home, The, 161 8th Ave., N. Nashville, Tenn. (Q) Articles for parents of pre-school age children 150 to 800, fact items. Agnes Kennedy Holmes. 1/2c, Acc.

Improvement Era, The, 50 N. Main St., Salt Lake City, Utah. (M-20) Organ of Latter-day Saints. Moral short-stories, feature articles, verse. H. R. Merrill; Elsie Talmadge Brandly. 1/2c, verse 12 1/2c line, Pub.

Living Church, The, 1801 W. Fond du Lac Ave., Milwaukee. (W-10) Short illustrated articles on religious and social subjects, Episcopal viewpoint, 1000 to 2000. C. P. Morehouse. \$1.50 column, Acc. Religious verse, no payment.

Lookout, The, Standard Pub. Co. 8th and Cutter Sts., Cincinnati. (W-5) Articles on Christian education, adult Sunday school work 1800 to 2200; wholesome short-stories 1500 to 2000, serials up to 12 chapters, 1500 to 2000 each. Photos, upright. \$8.10, scenic, human-interest. Guy F. Leavitt. 1/2c, photos \$1 to \$5, one mo. after Acc.

Magnificat, 131 Laurel St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Indefinite rates, Acc.

Miraculous Medal, The, 100 E. Price St., Philadelphia. (M-10) Articles of Catholic interest 1500 to 2000, clever short-stories 1000 to 3000; verse. Rev. Kieran P. Moran, C.M. 1c, photos \$1, Acc. (Overstocked.)

Progress, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Solution of personal and world problems from standpoint of Christ teachings. Short-stories 1500 to 3500; articles 500 to 1500; poetry 4 to 16 lines. Ernest C. Wilson. 1c up, verse 25c line up, Acc. (Overstocked on verse.)

Queen's Work, 3742 W. Pine Blvd., St. Louis, Mo. (M) Catholic short-stories, articles 1200 to 2400. Rev. Daniel S. Lord, S.J. ¼c. Acc.

Sign, The, Union City, N. J. (M) Catholic articles, short-stories. Rev. Harold Purcell, C.P. Varying rates, Acc.

Standard Bible Teacher, Box 5, Sta. N., Cincinnati, O. (Q-15) Biblical study articles 1500 to 2000. Frederick J. Gielow, Jr. ¼c. Acc.

Sunday School Times, 323 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. ¼c up, Acc.

Sunday School World, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers in one-room rural Sunday-schools up to 1200. Arthur M. Baker. ¼c. Acc.

Union Signal, The, Evanston, Ill. (W-5) Short-stories, short serials, on value of total abstinence. About \$5 per 1500-word story, Pub.

Unity, also **Weekly Unity**, 917 Tracy Ave., Kansas City. (M & W) Christian metaphysical articles 1500 to 2500, religious verse 8 to 24 lines. Charles Fillmore. 1c up, verse 25c line up, Acc.

SCIENTIFIC, TECHNICAL, RADIO, MECHANICS

Broadcasting Magazine, 11 E. 36th St., New York. (M) Radio fan miscellany. Indefinite rates.

Electricity on the Farm, 24 W. 40th St., New York. (M-10) Actual experience stories, illustrated, on uses of central station electricity on the farm, up to 1000. Fred Shepperd. 1¼c. Pub. (Overstocked.)

Everyday Science & Mechanics, (Gernsback) 100 Park Pl., New York. (M-15) Constructional and experimental articles up to 2000. H. Gernsback. ¼c up, photos \$2 up, Pub. (Slow.)

Home Craftsman, The, 63 Park Row, New York. (Bi-M-10) "How-to-make-it" articles of interest to home craftsmen, 300 to 1200; photos or drawings essential; home improvement fillers, 150. H. J. Hobbs, Asso. Ed. 2c up, photos \$3 up, Pub.

Illustrated Mechanics, 1411 Wyandotte St., Kansas City, Mo. (M-5) Exclusively a home workshop-homecraft magazine featuring "how-to-make-it" articles 500 to 1500. E. A. Weishaar. ½ to 1c, photos or drawings \$1 to \$3, Acc.

Modern Mechanic and Inventions, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M-15) Popularly illustrated mechanical, scientific, adventure articles up to 2000, fact items with photos; construction ideas for amateur workshop fans. William Kostka. Good rates, photos \$3 up, Acc.

Mechanics and Handicraft, (Standard) 570 7th Ave., New York. Popular science miscellany. Good rates, Acc.

Nature Magazine, 1214 16th St., Washington, D. C. (M-35) Illustrated nature articles 1500 to 2000, no poetry. R. W. Westwood. 1 to 5c, Acc. (Overstocked.)

Popular Home Craft, 737 N. Michigan Ave., Chicago. (Bi-M) Non-technical articles of interest to the home craftsmen—woodcraft, leathercraft, metalcraft. L. D. Perry. \$8 page, Pub. (Slow.)

Popular Mechanics, 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 1 to 20 photos, 300 to 2500; fillers up to 250. L. K. Weber. 1 to 10c; photos \$3 up, Acc.

Popular Science Monthly, 381 4th Ave., New York. (M-15) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. 1c up to 10c, photos \$3 up, Acc.

Scientific American, 24 W. 40th St., New York. (M-35) Scientific, technical articles popularly presented, discoveries, inventions. O. D. Munn. Indefinite rates, Acc. (Overstocked.)

Scientific Progress, 310 Riverside Drive, New York. (M-25) Popular scientific articles on health, psychology, achievement. Dagobert D. Runes, Ph.D. ¼c up, Pub.

Short Wave Radio, 1123 Broadway, New York. (M) Technical radio material on short wave receivers and transmitters, illustrated, 1000 to 3000. Robert Herzberg. 1c. Pub.

Tower Radio, (Tower) 55 5th Ave., New York. (M) Radio fan material. Frederick James Smith. Good rates, Acc.

Universal Model Airplane News, 551 5th Ave., New York. (M-20) Model airplane construction articles. Rates not stated.

SPORTING, OUTDOOR, HUNTING, FISHING

American Golfer, The (Nast) Lexington at 43d St., New York. (M-25) Golf articles up to 1500. Grantland Rice. Rates not stated.

American Rifleman, The, 816 Barr Bldg., Washington, D. C. (M-25) Authentic illustrated gunsmithing, shooting, ammunition, ballistic articles, hunting stories, preferably 3000. Laurence J. Hathaway. About 1c. Pub. (Overstocked.)

American Trapper, Plymouth, Calif. (M) Short fact stories on trapping 500 to 1500; short items 100 to 200; photos. N. E. Sharp. ¼c. Acc. or Pub.

Baseball Magazine, The, 70 5th Ave., New York. (M-20) Baseball articles, verse. F. C. Lane. ½ to 1¼c. Pub.

Field and Stream, (Warner) 578 Madison Ave., New York. (M-25) Illustrated camping, fishing, hunting, sportsmen's articles, 2500 to 3000. Ray P. Holland. 1c up, Acc.

Fur-Fish-Game, 174 E. Long St., Columbus, O. (M-25) Fishing, hunting, fur-raising articles by practical authorities; true Indian and frontier day stories 3000 to 5000. A. V. Harding. ¼ to ¼c. Acc.

Golf Illustrated, 425 5th Ave., New York. (M-50) Golf articles. A. W. Tillinghast. 2c. Pub.

Hunter-Trapper-Trapper, 386 S. 4th St., Columbus, O. (M-25) Fur-farming, hunting-dog articles, outdoor photos. Otto Kuechler. Indefinite rates, Acc. (Overstocked.)

National Sportsman, 75 Federal St., Boston. (M-10) Hunting and fishing articles. Low rates, Pub.

Outdoor Life, 381 4th Ave., New York. (M-25) Articles of practical value to sportsmen. Raymond J. Brown. Good rates, Acc.

Pacific Sportsman, 550 Sacramento St., San Francisco. (M) Outdoor, fishing, hunting, boating, canoeing, camping articles 500 to 1500; outdoor poetry up to 16 lines. John C. Fiver. No payment.

Scholastic Coach, The, 155 E. 44th St., New York. (M-25) Technical articles on football, basketball, track, field, 1000. Jack Lippert. 1c. Pub.

Sports Afield and Trails of the Northwoods, 900 Phoenix Bldg., Minneapolis. (M-15) Not in the market. P. K. Whipple.

Sportsman, The, 8 Arlington St., Boston. (M-50) Articles on special aspects of amateur sports, fox-hunting, polo, yacht racing, gunning, fishing, etc., 1500 to 2500. Indefinite rates, photos \$3, Pub.

Sportsman's Digest, 22 E. 12th St., Cincinnati, O. (M-10) Illustrated hunting, fishing, trapping experience stories 1500 to 2000. George A. Vogele. ½ to 1c. Pub. (Overstocked.)

Squash-Badminton, 500 5th Ave., New York. (M-50) Articles on squash, badminton; local activities; photos. Robert C. Hynson. ¼c. Pub.

Turf & Sport Digest, 511 Oakland Ave., Baltimore, Md. (M-35) Articles on sports, horse racing, football, baseball, etc., 1000 to 5000, sport short-stories up to 5000; serials up to 20,000, especially racing fiction. Edgar G. Horn. ¼c. Pub.

THEATRICAL, MOTION PICTURE, RADIO, "FAN" MAGAZINES

Billboard, The, 1564 Broadway, New York; 25 Opera Pl., Cincinnati, O. (W-15) Amusement articles on assignment only. A. C. Hartmann, E. E. Sugarman. Space rates, Pub. Does not pay for unsolicited news.

Greater Show World, 1547 Broadway, New York. (2M-10) Articles, short-stories, novelettes, fillers, on show people, theatrical business. Johnny J. Kline. ¼c. Pub.

Hollywood Magazine, (Fawcett) 529 S. 7th St., Minneapolis. (M-10) Interviews on assignment. Capt. Roscoe Fawcett. Liberal rates, Acc.

Modern Screen, (Dell) 149 Madison Ave., New York. (M-10) Movie fan material on assignment. Mary Burgum. Good rates, Acc.

Motion Picture Magazine, 1501 Broadway, New York. (M-15) Articles on motion pictures and stars, usually on assignment. Laurence Reid. Good rates, Acc.

Movie Classic, 1501 Broadway, New York. (M-10) Articles on motion pictures and stars, usually on assignment. Laurence Reid. Good rates, Acc.

Movie Mirror, (Macfadden) 1926 Broadway, New York. (M-10) Motion-picture fan material only on assignment. Ernest V. Heyn, N. Y. editor; Ruth Waterbury. Good rates, Acc.

New Movie Magazine, (Tower) 55 5th Ave., New York. (M-10) Fan material by arrangement. Hugh Weir. Good rates, Acc.

Photoplay, 221 W. 57th St., New York. (M-25) Motion picture articles; no fiction. Wm. T. Walsh. Good rates, Acc.

Picture Play Magazine, (S. & S.) 79 7th Ave., New York. (M-10) Articles 1200 to 1500 of interest to motion-picture enthusiasts, usually on assignment. Norbert Lusk. Indefinite rates, Acc.

Radio Stars, (Dell) 149 Madison Ave., New York. (M-10) Fan stories, lives of radio personalities up to 2000. Curtis Mitchell. Good rates, Acc.

Screen Book, (Fawcett) 52 Vanderbilt Ave., New York. (M-10) Short news articles on popular screen favorites, usually on assignment. Carl A. Schroeder. Liberal rates, Acc.

Screenland, 49 W. 45th St., New York. (M-25) Motion-picture feature articles. Delight Evans. Fair rates, Pub.

Screen Play, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M-10) Authentic articles of interest to movie fans, usually on assignment. Capt. Roscoe Fawcett. Liberal rates, Acc.

Shadoplay, 221 W. 57th St., New York. (M-10) Motion-picture material; no fiction. Wm. T. Walsh. Good rates, Acc.

Theatre Arts Monthly, 119 W. 57th St., New York; 2 Ladbroke Rd., London. W. 11, England. (M-50) Theatrical articles 1800 to 2500. Edith J. R. Isaacs. 2c. Pub.

Variety, 154 W. 46th St., New York. (W-15) Theatrical articles, news. Sidne Silverman. Space rates.

TRADE JOURNALS—MISCELLANEOUS

American Artisan, 6 N. Michigan Ave., Chicago, Ill. (M) Merchandising articles with illustrations on experiences of men in warm-air heating and sheet metal work. J. D. Wilder. \$3.50 to \$10 page, including art.

American Baker, The, 118 S. 6th St., Minneapolis. (M-10) Short success stories; baking innovations; examples of good merchandising ¼c and up, Acc.

American Builder and Building Age, 105 W. Adams St., Chicago. (M) Articles on activities of home-building contractors. B. L. Johnson. \$10 page, Pub.

American Druggist, 57th St. at 8th Ave., New York. (M) Highest type drug merchandising articles. Herbert R. Mayes. High rates, Acc.

American Hairdresser, 386 4th Ave., New York. (M) Trade News. 1c. Pub.

American Hatter, Haberdasher and Clothier, 1225 Broadway, New York. (M-50) Trade miscellany. R. C. Boehm. ½ to 1c, photos \$2, Pub.

American Lumberman, 431 S. Dearborn St., Chicago. (Bi-W) News and features of lumber and building materials industry. A. L. Ford. \$3.50 column, Pub.

American Painter & Decorator, 3713 Washington Blvd., St. Louis. (M-10) Fact stories on successful painters and decorators 200 to 800. George Boardman Perry. Up to 1c. Pub.

American Paint & Oil Dealer, 3713 Washington Blvd., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Poss. Good rates, Pub. (Overstocked.)

- American Paper Merchant**, 1911 Conway Bldg., Chicago. (M) News and features regarding paper merchants. Frank C. Petrine, Mng. Ed. ½c up, Acc.
- American Perfumer & Essential Oil Review**, 432 4th Ave., New York. (M-30) Technical, scientific articles on perfumes, cosmetics, soaps, etc.; articles on merchandising and advertising of same from manufacturer's standpoint; news items on manufacturers. Indefinite rates, features. Acc.; news, Pub.
- American Printer**, The, 9 E. 38th St., New York. (M-25) Technical articles for printing-plant executives. L. B. Siegfried. 1c up, Pub.
- American Silk & Rayon Journal**, 373 4th Ave., New York. (M-30) Articles on silk, rayon, textile industry 1500 to 3000. H. W. Smith. \$6 per 1000, Pub.
- American Wine Journal**, 420 S. San Pedro St., Los Angeles. (M) Articles of interest to wineries. H. K. Hansley, Pub.
- Amusement Park Management**, 114 E. 32nd St., New York. (M-25) Constructive articles on general amusement park operation, with photos. S. Hoffman. 1c, photos \$1.50, Pub.
- Art of Mosaics & Terrazzo**, 400 W. Madison St., Chicago. Articles on use and sale of mosaics and terrazzo work. R. B. Birch, Jr., 1c, photos \$2, Pub.
- Autobody Trimmer and Painter**, 128 Opera Place, Cincinnati. (M-20) Limited market for technical and merchandising articles of the trade. John R. Warrington. ½c, Pub.
- Automobile Trade Journal Including Motor World Wholesale**, Chestnut and 56th., Philadelphia. (M) Features based on interviews with successful automobile or equipment dealers and wholesalers. Leon F. Banigan. 1c up, Pub.
- Automotive Daily News**, 6th Floor, New Centre Bldg., Detroit, Mich. News correspondents in towns and cities of importance. Chris Sinsabaugh. 20c inch, photos \$1.50, Pub.
- Automotive Electricity**, 125 E. 46th St., New York. (M-20) Technical articles on automotive electric and shop equipment, articles on merchandising service and accessories 1200. L. E. Murray. 1c, Pub.
- Automotive Merchandising**, 97 Horatio St., New York. (M) Features of interest to car dealers, garages, service stations, independent shops. Stanley P. McMinn. 1c, Pub.
- Automotive Service News**, 223 S. Waverly Drive, Dallas, Tex. (2M-10) Short news items pertaining to local trade associations of auto repair men, tire and battery men, gas and oil retailers, etc. and by appointment, cartoons relating to these trades. C. C. Hayley. 1c, Pub. (Overstocked.)
- Bakers' Helper**, 330 S. Wells St., Chicago. (2M-25) Business-building plans for bakers, technical articles, chiefly supplied by staff. V. E. Marx. 35c inch (73 words), Pub.
- Bakers Weekly**, 45 W. 45th St., New York. (W) News correspondents in principal cities. Albert Klopfer. Space rates, Pub.
- Bakers Review**, 330 W. 42d St., New York. (M) Successful merchandising plans of bakers, technical articles of the trade. A. Smit. 20c inch, Pub. (Buys little.)
- Beach and Pool**, 114 E. 32nd St., New York. (M-25) Illustrated articles on swimming and beach operation, management, swimming-pool design, construction, sanitation, etc., 1000. 1c up, photos \$1.50 up, Pub. (Overstocked.)
- Beautician Magazine**, 152 W. 42d St., New York. (M) Articles of interest to beauty-shop owners and operators 1000. Henrietta Helston. 1c, Pub.
- Beer and Wine Retailer**, 225 W. 39th St., New York. (M) Articles of interest to executives of hotels, restaurant chains, rated restaurants, managers of clubs and restaurant service in N. Y., N. J., Penn., Mass. and Conn. State price expected when submitting. Louis L. Cron. Pub.
- Beer Selling**, Milam Bldg., San Antonio, Texas. (M-20) News and features covering beer industry of Southwest. E. M. Martin. ½c up, Pub.
- Black Diamond**, The, 431 S. Dearborn St., Chicago. (BIW-20) Practical method articles in the coal field. A. T. Murphy. ½c up, Pub.
- Boot & Shoe Recorder**, 239 W. 39th St., New York. (W-25) "Success" stories from retail shoe stores; news. Regular correspondents. Arthur D. Anderson. 1c, Pub.
- Boys' Outfitter**, 175 Fifth Ave., New York (M) Interviews with boys' department buyers. Regular correspondents. Ivan Block. 25c column inch, Pub.
- Bowne's Wines & Spirits**, 205 E. 42d St., New York. (M-40) De luxe trade paper for distillers, wholesalers, rectifiers, wineries. Articles on merchandising, engineering, management. 1200. Inquiry first. Special assignments. Hartley W. Barclay. (M) News and features of Pacific coast beer industry. Rates indefinite.
- Brewers Journal**, The, Silk Exchange Bldg., St. Louis. (M) Little market as yet for trade news and features.
- Brewery Age**, 43 E. Ohio St., New York. (M-30) News and features of the brewing industry. Jos. Duhin. Indefinite rates, Pub.
- Brick & Clay Record**, 59 E. Van Buren St., Chicago. (M-50) News and features of brick and clay industry. Regular correspondents. H. V. Kaeppl, Mng. Ed. 1c up, Pub.
- Building Maintenance**, 407 E. Michigan St., Milwaukee. (BI-M) Upkeep and management articles. H. James Larkin. 1c, photos \$1, Acc.
- Building Modernization**, 192 Lexington Ave., New York. (M) Illustrated, factual articles on modernization of homes, hotels, factories, public buildings. C. G. Pekar. 1c, Pub.
- Building Supply News**, 59 E. Van Buren St., Chicago. (M-25) Merchandising features of lumber and building materials dealers. Query. H. K. Taylor. ½c, Pub.
- Bunting's Novelty Mart**, North Chicago, Ill. (M) Entirely staff written. Henry S. Bunting.
- Bus Transportation**, 330 W. 42d St., New York. (M-25) Practical bus operation articles 2000, 2 or 3 photos. C. W. Stocks. ½c, Acc. News items, first 100 words 2c, bal. each item ½c, Pub.
- Casket & Sunnyside**, 487 Broadway, New York. (2M) Interviews with morticians on mortuary management. Seabury Quinn. ½c, Pub. (Query first.)
- Ceramic Industry**, 59 E. Van Buren St., Chicago. (M-50) News items pertaining to pottery, glass, enamel plants, executives, sales campaigns, production activity. H. V. Kaeppl, Mng. Ed. 1c, Pub.
- Chain Store Age**, 93 Worth St., New York. (M-35) Feature articles on special assignment only. Godfrey M. Leihar. About 1½c, Pub.
- Chain Store Management**, 180 N. Michigan Ave., Chicago. (M-25) Technical merchandising articles covering food store displays, promotional methods, etc., 500. Walter B. Martin. 1c, Pub.
- Cleaning and Dyeing World**, 330 W. 42d St., New York. (W) Technical articles, merchandising, advertising, window display, success stories. A. R. Kates. About ½c, Pub.
- Commercial Car Journal**, Chestnut and 56th Sts., Philadelphia. (M-25) Articles on servicing and operating methods of large truck fleet operators, particularly methods for effecting economies, 1500. George T. Hook. Variable rates, Pub.
- Confectionery and Ice Cream World**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.
- Concrete Products**, 330 S. Wells St., Chicago. (BI-M) Illustrated articles on manufacture, marketing and uses of pre-cast concrete products 500 to 1500. H. K. Ferguson. \$10 page, Pub.
- Confectioners Journal**, 437 Chestnut St., Philadelphia. (M-35) Articles on wholesale and retail manufacturing candy business and jobbing. Eugene Pharo. Up to 1c, Acc. (Buying very little.)
- Corsets & Brassieres**, 267 Fifth Ave., New York. (M) Query on department or specialty shop features. J. H. Bowman. ½c, Pub.
- Corset & Underwear Review**, 1170 Broadway, New York. (M) Devoted to buyers of corset and brassiere departments and specialty shops. Louise Campe. ½c, Pub.
- Cracker Baker**, The, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) One or two-page stories pertaining to biscuits and crackers, or the industry; plant write-ups; sales stories; practical or technical articles; human-interest and success stories of men in the industry. Query. L. M. Dawson. 30 to 50c inch, Pub.
- Crockery and Glass Journal**, 1170 Broadway, New York (M) Illustrated shorts on china and glass sales promotion stunts by retail stores. John Regan. ½c, Pub.
- Dairy Produce**, 110 N. Franklin St., Chicago. (2M-15) Limited market for features on distribution and merchandising of dairy products; must be illustrated. C. S. Paton. Up to 1c, Pub.
- Dairy World**, 608 S. Dearborn St., Chicago. (M-10) Merchandising and reduced-production cost articles of proved merit; new or remodeled plant articles on dairy plants (milk, ice-cream, butter, cheese, dairy by-products); articles on milk plants preferred, 500 to 2000, with photos, ads. E. C. Ackerman. 1c, ads \$1, photos \$1 to \$3, Pub.
- Decorative Furnisher**, 381 4th Ave., New York. (M) Illustrated articles of interest to interior decorators, decorative departments in high-glass department stores, home furnishers, and retailers. Good rates, Pub. (Overstocked.)
- Diesel Power**, 192 Lexington Ave., New York. (M) Articles on oil engine uses. Lacey H. Morrison. 1c, Pub.
- Distribution and Warehousing**, 249 W. 39th St., New York. (M-30) Articles dealing with public warehouse problems. Kent B. Stiles. ½c up, photos \$2, Pub.
- Domestic Engineering**, 1900 Prairie Ave., Chicago. (M) Plumbing, heating, and air conditioning trade merchandising and technical articles. 1c, Pub.
- Drapery Profits**, 420 Lexington Ave., New York. (M-35) Authenticated articles on selling and advertising decorative fabrics, photos. W. H. McCleary. 1c, photos \$3, Pub.
- Drug Bulletin**, 1213 W. 3d St., Cleveland, O. (M) Staff-prepared news magazine of the trade. J. D. Spurrier. Indefinite rates, Pub.
- Druggists' Circular**, The, 12 Gold St., New York. (M-25) Druggist success articles. G. K. Hanchett. Indefinite rates, Pub.
- Drug Topics**, 330 W. 42nd St., New York. (W-10) Hot news, live merchandising shorts, snappy news photos, short-stories 1000, drug-store background. Dan Rennick, Mng. Ed. 1c, Pub.
- Drug Trade News**, 330 W. 42nd St., New York. (BI-W) News of manufacturers in drug and toilet goods fields. Dan Rennick. Indefinite rates.
- Drycleaning Progress**, 120 St. Louis Ave., Ft. Worth, Texas. (M) News and features of trade in Southern states. V. E. Martin. ½c, Pub. (Not buying.)
- Dry Goods Economist**, 239 W. 39th St., New York. (M-25) Articles of specific interest to department store field, up to 1200. C. K. MacDermut, Jr., Mng. Ed. 1½c, photos \$2, special rates on best material, month after acceptance.
- Editor & Publisher**, 1700 Times Bldg., New York. (W-10) Daily newspaper trade articles, news items. Marlen E. Pew. \$2 col. up, Pub.
- Electric Traction and Bus Journal**, 431 S. Dearborn St., Chicago. (M) Technical articles on operation and maintenance of electric railways and buses. T. J. Torgerson. Fair rates, Pub.
- Electrical West**, 883 Mission St., San Francisco. (M-25) Articles on methods of improving sale of electrical merchandise by dealers and contractors in 11 Western states only. Unusual electrical installations involving special technique. (Mostly own sources.) William A. Cyr, Assoc. Ed. ½ to 1c, Pub.
- Electrical Wholesaling**, 520 N. Michigan Ave., Chicago. (M-15) Largely staff-written. Query editor on possible features. E. T. Rowland. Good rates, Pub.
- Electric Refrigeration News**, 550 Macabees Bldg., Detroit. (W-10) Informative articles on installations and servicing of refrigeration machines; reports of air-conditioning installations; news of more than local importance; human interest photos. George F. Taubeneck. 1c, Pub. (Buying little.)

Excavating Engineer, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, dragline, dredge, clam shell, excavating contracts, open pit mining, quarry, drainage, etc., 500 to 2000. Arnold Andrews. 1c, photos \$1, Pub. (Query.)

Factory Management & Maintenance, 330 W. 42nd St., New York. (M) Query editor on articles on factory management methods. L. C. Morrow. Good rates, Pub.

Feed Bag, The, 210 E. Michigan St., Milwaukee. (M-25) Articles on merchandising ideas used by feed dealers (describe methods; quote figures) 750 to 1000. David K. Steenbergh. 1c, Pub.

Feedstuffs, 118 S. Sixth St., Minneapolis. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade, preferably from midwest and northern states. Carroll K. Michener. 3/4c, Acc.

Film Daily, 1650 Broadway, New York. (D) News of the industry. J. W. Alicocate. Space rates.

Fishing Gazette, 461 8th Ave., New York. (M) Wholesale fish publication. James E. Munson. 1c, Pub.

Food Field Reporter, 330 W. 42nd St., New York. (Bi-W) News of activities of manufacturers of food and grocery products. Dan Rennick. 1c, Dept. items 10c line, Pub.

Ford Dealer and Service Field, 407 E. Michigan St., Milwaukee. (M-25) Ford trade articles preferably under 500, on selling, service, parts merchandising, administration, advertising. H. James Larkin. 1c, Acc.

Furniture Age, 2225 Herndon St., Chicago. (Bi-M-\$1) Illustrated merchandising shorts and home furnishing trend articles 100 to 1500, in re furniture, rugs, draperies, refrigeration, washing machines, radio, toys; featuring outstanding advertising, displays, new stores, model houses, promotional methods. Only well illustrated material accepted. J. A. Gary. 1c, photos \$2, Pub.

Furniture Manufacturer, 200 N. Division Ave., Grand Rapids, Mich. (M-30) Manufacturer and factory superintendents' stories of all phases of factory production, cabinet room, machinery, finishing, 500 to 1500. John N. Nind, Jr. 6/10c, photos \$1 up, Pub.

Furniture Record and Journal, 200 N. Division Ave., Grand Rapids, Mich. (M-30) Shorts on merchandising, advertising, of bedding and radios, electrical appliances, housewares, floor coverings departments of furniture stores, 200 to 600. John N. Nind, Jr. 6/10c, photos \$2 to \$5, Pub.

Gas Age Record, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. O. Andrew. 1c, Pub.

Geyer's Stationer, 260 5th Ave., New York. (M) Wholly staff-written at present. Thomas V. Murphy.

Gift and Art Shop, 260 5th Ave., New York. (M) Wholly staff-written at present. Thomas V. Murphy.

Hardware World, Burnham Bldg., 160 N. LaSalle St., Chicago. (M) Limited market for hardware merchandising stories. Harry Ashmun. 3/4c to 1c, Pub.

Hat Life, 1123 Broadway, New York. (M) Query on hat trade features. Ernest Hubbard. Good rates, Acc.

Heating, Piping and Air Conditioning, 6 N. Michigan Ave., Chicago. (M-25) Articles covering design, installation, operation, maintenance of heating, piping and air-conditioning systems in individual plants and large buildings up to 2500, mostly by engineers. C. E. Price. Good rates, Pub.

Hide and Leather, 300 W. Adams St., Chicago, or 15 Park Row, New York (W-15) Technical tannery articles; brief news articles on new leather products, production methods, sales promotion campaigns by shoe and leather manufacturers. Query. L. G. Peede. 1c, Pub.

Home Ware, 1346 Chestnut St., Philadelphia. (M) Articles on successful merchandising of oil burners in department stores, 500 to 1000, ghost-written preferred. K. C. Clapp. Signed articles, 1 1/2c up; unsigned 1c; photos \$3 up, Acc.

Hotel Management, 222 E. 42d St., New York (M-25) Hotel financing, maintenance and operation articles, business-building ideas, 100 to 2500. J. O. Dahl. 1c up, Acc.

Hotel Monthly, 950 Merchandise Mart, Chicago. News and features. Space rates, Pub.

Hotel World-Review, 222 E. 42d St., New York. (W-5) Query editor on hotel news and features. A. M. Adams. 3/4c to 1c, Acc.

House Furnishing Review, 1170 Broadway, New York. (M) News and features from housewares and electrical appliance departments. Julien Elfenbein. 3/4c, Pub.

Ice Cream Field, 461 8th Ave., New York. (M-25) Illustrated business-building articles for wholesale ice cream plants 750 to 1500. W. H. Hooker. 3/4c up, photos 50c to \$1, Pub.

Ice Cream Trade Journal, 171 Madison Ave., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of specific wholesale ice-cream companies 500 to 2000. Harry W. Huey. 1c, Pub.

Ice & Refrigeration, 435 N. Waller Ave., Chicago. (M-35) Ice-making, cold-storage, refrigeration articles and news; also articles on ice merchandising. J. F. Nickerson. Indefinite rates, Pub.

Implement Record, 420 Market St., San Francisco. (M) Material mostly secured direct from trade, but occasional news purchased. Query. Osgood Murdock, Editor. Good rates, Acc.

India Rubber World, 420 Lexington Ave., New York. (M-35) Technical rubber articles, 2500. Wm. M. Morse. 8c, Pub.

Industrial Finishing, 802 Wulsin Bldg., Indianapolis. (M-20) Articles of interest or value to users of finishing materials, equipment, supplies in factories, 100 to 1500. W. H. Rohr. 3/4c to 1c, Pub.

Industrial Retail Stores, Southern Bldg., Washington, D. C. (M-20) Merchandising articles and success stories on "company store" operations, 500 to 1000. Hull Bronson. 3/4c, Pub.

Industrial Woodworking, 802 Wulsin Bldg., Indianapolis. (M-10) Articles of interest or value to managers of woodworking departments or factories 100 to 1500. W. H. Rohr. 3/4c to 1c, Pub.

Industry & Welding, Industrial Pub. Co., 812 Huron Rd., Cleveland. (M-Free) Constructive articles for the electrical welder. Irving B. Dexter. 1c, Pub.

Infants & Children's Review, 1170 Broadway, New York. (M) Articles on merchandising of infants' and children's garments; news of buyers. Arthur J. Mellin. 3/4c, Pub.

Inland Printer, 205 W. Wacker Dr., Chicago. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. Indefinite rates, Pub.

International Blue Printer, 431 S. Dearborn St., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and construction engineering, 2000 or less. Glen Edwards. 1c, photos \$1, Pub.

Jewelers' Circular, 239 W. 39th St., New York. (M-25) Store-keeping, merchandising articles for retail jewelers, important news of jewelry trade. T. Edgar Willson. 1 to 2c, Pub.

Keystone, The, Mt. Airy P. O., Philadelphia. (M) Well-written articles on jewelry store management and merchandising 750 to 2000; news of jewelry trade. Freeman Swett. 1 to 1 1/2c, news 30c inch up, photos \$1.50 to \$4, Pub.

Laundry Age, 1478 Broadway, New York. (M-25) Specific requirements on request. Correspondents. J. M. Thacker. Indefinite rates, Pub.

Laundryman's Guide, Industrial Life Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundries, 750 to 1800, general news items 50 to 100. 3/4c to 1c, photos 50c to \$1, Pub.

Linens & Domestics, 1170 Broadway, New York. (M-10) Trade and feature articles on linen goods and domestics, interior or window display photos. Julien Elfenbein. 3/4c, photos \$1 to \$3, Pub.

Magazine of Light, The, Nela Park, Cleveland, O. (Bi-M-20) Feature articles of modern lighting installations with a merchandising appreciation, 1000. J. L. Tugman. 1c, Acc.

Manufacturing Jeweler, The, 42 Weybosset St., Providence, R. I. (2M-10) Material staff-prepared or obtained through special arrangement. W. Louis Frost. 3/4c, Pub.

Meat Merchandising, 105 S. 9th St., St. Louis. (M) Practical merchandising articles on meat and fish merchandising; modern fishing lore. No grocery interviews. John L. Hoppe. 3/4c, Acc; 1c, Pub. (Overstocked.)

Men's Wear, 8 E. 13th St., New York. News and features on men's wear departments or stores. H. J. Waters. Good rates, Pub.

Mida's Criterion, 400 W. Madison St., Chicago. (M) News of liquor and wine trade. Query. Lee W. Mida. Rates not at hand.

Mill & Factory, 205 E. 42d St., New York. (M-35) Write editor for detailed instructions to contributors. Hartley W. Barclay. 2 to 10c, usually Acc.

Millinery Trade Review, 1225 Broadway, New York. (M-50) Millinery trade miscellany. Charles Steinicke, Jr. 3/4c to 1c, photos \$2, Pub.

Modern Brewery, 205 E. 42nd St., New York. (M-40) De luxe trade paper for brewers. Special articles on engineering, management and merchandising 1200; special assignments for interviews. Hartley W. Barclay. 2c up, usually Acc.

Modern Packaging, 425 4th Ave., New York. (M-50) Illustrated articles on package production and merchandising, on assignment only. D. E. A. Charlton. 1 to 4c, Pub.

Modern Stationer, 250 5th Ave., New York. (M-25) Illustrated dealer stories. David Manley. 1c, photos \$2.50, Pub.

Mortuary Management, 500 Sansome St., San Francisco. (M-50) Articles on management problems in the funeral field. Wm. Berg. 3/4c to 1c, Pub.

Motion Picture Herald, 1790 Broadway, New York. (W) Authoritative material of interest to motion-picture exhibitors in conduct of business. Terry Ramsaye. Indefinite rates, Pub.

Motor, 57th at 8th Ave., New York. (M) Articles on merchandising and management of interest to new car dealers, repair-shop operators, automotive jobbers. Neal G. Adair. Good rates, Pub.

Motor Service, 549 W. Washington Blvd., Chicago. (M) Garage technical and management articles. Submit outline. A. H. Packer. Good rates, Acc.

Motor Freight, 431 S. Dearborn St., Chicago. (Bi-M) News and features on motor truck organizations and maintenance. R. S. Torgerson. 1c, Pub.

Music Trades, 113 W. 57th St., New York. (M) News and features of the trade. H. P. Knowles. Low rates, Pub.

National Bottlers' Gazette, 80 Broad St., New York. (M-50) Features of interest to the soft-drink, wine, and beer bottling trades. W. B. Keller, Jr. \$7.50 page, Pub.

National Carbonator & Bottler, Industrial Life Bldg., Atlanta, Ga. (M-50) Illustrated articles on merchandising, advertising, production, selling, management, delivery fleets for soft drink industry, in actual use, 750 to 2000; news items 50 to 1000. 3/4c to 1c, photos 50c to \$1, Pub.

National Cleaner & Dyer, 305 E. 45th St., New York. (M-25) Not accepting contributed material other than present regular features. No news items except such as are of nation-wide reader interest. Roy Denney. Fair rates, Pub.

National Clothier, Merchandise Mart, Chicago. (M) Short merchandising ideas, occasional features. Allen Sinsheimer. 3/4c, Pub.

National Jeweler, 536 S. Clark St., Chicago. (M-25) Limited market for illustrated articles on merchandising subjects 250 to 500. Francis R. Bentley. 3/4c to 1c, Acc.

National Provisioner, 417 S. Dearborn St., Chicago. (M) Practical illustrated merchandising articles on retailing of meat. Paul Aldrich. 3/4c up, Pub.

New England Electrical News, 250 Stuart St., Boston. (M-20) Articles on successful electrical contractors 2500. E. Frost. Flat rate, not given, 30 days after Pub.

Night Club & Ballroom Management, 333 N. Michigan Ave., Suite 501, Chicago. (M) Profit-making ideas on operation of night clubs and ballrooms. C. W. Austin. Pub.

Northwestern Confectioner, 707 N. Broadway, Milwaukee. (M-20) Business articles featuring retail, jobbing, manufacturing confectioners 1000 to 1500. G. B. Kluck. Fair rates, Pub.

Northwestern Miller, 118 S. 6th St., Minneapolis, Minn. (W-5) Interviews with prominent head millers and mill superintendents, with pictures, up to 1500. Short sketches about second and third generations of millers. Carroll K. Michener, Mng. Ed. ½c, Pub.

Office Appliances, 417 S. Dearborn St., Chicago. (M) Articles on selling office equipment. Evan Johnson. 30c inch, Pub.

Optometric Weekly, 5 N. Wabash Ave., Chicago. (W) Optometric profession and trade miscellany. Indefinite rates.

Outfitter of Eating and Drinking Places, The, 1900 Prairie Ave., Chicago. (M) Serves the industry that sells, equips and services hotels, taverns, clubs, restaurants, bars, steamships, railroads. Pub.

Pacific Drug Review, Woodlark Bldg., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Nominal rates, Pub.

Packing & Shipping, 30 Church St., New York. (M-25) Items of interest to transportation, railway, motor trucking, warehouse companies, on packing, handling, distribution, loss and damage in shipping, etc., 1000. C. M. Bonnell, Jr. ½ to 1c, photos 50c to \$1, Pub.

Paper Converters & Envelope Industry, 1911-1913 Conway Bldg., Chicago. (M) First-class articles covering production problems, sales development, merchandising plans, sale policies of manufacturers of paper converted products, such as envelopes, tags, bags, paper napkins, toilet paper, paper towels, cartons, etc. Frank C. Petrino. ½ to 1c, Pub.

Petroleum Age and Service Station Merchandising, 500 N. Dearborn St., Chicago. (M) Articles on merchandising and distribution of petroleum products and automobile accessories, details of successful marketing businesses. Indefinite rates, Pub.

Petroleum Marketer, The, 3301 Buffalo Drive, Houston, Tex. (M-20) Articles on merchandising and management from experience of petroleum jobbers. Grady Triplett. 1c up, Acc.

Picture and Gift Journal, 537 S. Dearborn St., Chicago. (M-20) Merchandising articles on picture shops, photos. J. C. Raleigh. About ½c, Pub.

Plastic Products, 25 Spruce St., New York. (M) Articles on plastic materials, lacquers, artificial leather, etc. Indefinite rates, Pub.

Plumbing and Heating Trade Journal, 515 Madison Ave., New York. (M-20) Articles covering current trends in the plumbing and heating business; merchandising and management methods, views of successful contractors on timely questions affecting the trade, 1000. J. F. Koelisch. Good rates, Pub.

Power, 330 W. 42d St., New York. (M-35) Technical articles on power generation up to 1500, by engineers or power executives. \$10 to \$12 page, 1200 words, Pub.

Power Plant Engineering, 53 W. Jackson Blvd., Chicago. (M-25) Articles on power plant operation, appliances and use 500 to 1500. Arthur L. Rice. 6/10c, Pub.

Power Wagon, 536 Lake Shore Drive, Chicago. (M) Articles on operation and maintenance of large fleets. A. W. Stromberg. 1c, Pub. (Slow to use.)

Printing, 41 Park Row, New York (M-25) Printing plant and sales management articles up to 1200, trade news of employing printers and their plants. Charles C. Walden, Jr., Ed.; Ernest F. Trotter, Mng. Ed. 30c inch, photos ½ space rates, Pub.

Progressive Grocer, 161 6th Ave., New York. (M-20) Illustrated idea articles 100 to 200, grocery trade articles, especially success stories, 1200 to 1500, photos. Ralph F. Linder. 1 to 2c, Acc. Original jokes with grocery slant, \$1 each.

Publishers' Weekly, The, 62 W. 45th St., New York. (W-15) Articles about and of interest to the booktrade, 1500 to 2000. Frederick G. Melcher. 1c, Pub.

Radio Merchant, 420 Lexington Ave., New York. (M-15) Features on merchandising of radios and electrical refrigerators by radio dealers 1000. Names of lines carried must be included in article. V. E. Moynahan. 1c, photos \$2, Pub.

Radio Weekly, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.

Railway Mechanical Engineer, 30 Church St., New York (M-35) Railroad shop kinks, photos. Roy V. Wright. 50c inch, Pub.

Refrigerating World, 330 W. 42d St., New York. (M-20) Articles on ice manufacturing and merchandising, cold storage, air-conditioning systems, technical and practical articles on refrigeration problems. Wm. H. Ross. 20c inch, Pub.

Refrigeration, 711 Glenn St., S. W., Atlanta, Ga. (M-50) Name and fact stories on ice refrigeration and merchandising of ice and ice refrigeration. Hal Reynolds, \$4 column, Pub.

Restaurant Management, 222 E. 42d St., New York. (M) Articles, 1000 to 1500, telling how leading operators are increasing profits. Ray Fling. 1½ to 5c, Acc. (Overstocked till late summer.)

Retail Bookseller, The, 55 5th Ave., New York. (M-15) Articles of practical interest to booksellers and rental library proprietors, 1500 to 2500. Francis Ludlow. 1c, Acc.

Retail Furniture Selling, 222 N. Bank Drive, Chicago. (M-15) Short fact items on furniture merchandising; feature articles usually only on assignment. K. A. Ford. 2c to 3c, ads 50c, photos \$2 plus photographer's bill on ordered photos, Pub.

Retail Ledger, 1346 Chestnut St., Philadelphia. (M-25) Articles on air conditioning installations; successful liquor departments; sales of sporting goods and of men's wear, all in department stores, 800 to 1000. John F. Guernsey. 1c to 1½c, photos \$3, Acc.

Retail Tobacconist, 117 W. 61th St., New York. (2M-15) Articles on business methods of successful tobacconists 500 to 1500. H. P. Patrey. ½c, Pub.

Roadside Merchant, 75 W. Van Buren St., Chicago. (M) Illustrated articles on successful tourist camps, wayside inns, taverns. Arvo Wain. 1c up, Acc. (Overstocked.)

Rock Products, 330 S. Wells St., Chicago. (M) Articles on cement, lime, gypsum quarries, sand and gravel plant operations, etc. Indefinite rates, Pub.

Rubber Age, 250 W. 57th St., New York. (M) 1200-2400-word articles of interest to manufacturers of rubber products, \$10 page, Pub.

San Francisco Styles and Selling, 310 Sansome St., San Francisco. (M) Style information and definite selling ideas used successfully by Western stores. C. H. Nealey. 20c inch, photos \$2, Pub.

Seed World, 325 W. Huron St., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. ½c, Pub.

Shoe Factory, 300 W. Adams St., Chicago. (M-15) Technical articles on shoe manufacturing; news items of factories. ½ and 1c, Pub.

Shoe Repair Service, 702 Commercial Bldg., St. Louis, Mo. (M-Gratis) Constructive trade articles 250 to 1500, fact items, fillers 50 to 100, jokes. A. V. Fingulin. ½ to 1½c, Pub. (Overstocked on verse.)

Soda Fountain, The, 420 Lexington Ave., New York. (M-15) Illustrated articles on business-building methods for soda fountains, soda, lunches. V. E. Moynahan. 1c, Pub.

Southwestern Baker, 802 M. & M. Bldg., Houston, Tex. (M) News and features of Texas, Arkansas, Louisiana, Oklahoma and New Mexico baking industry. Charles Tunnel. ½c, Pub.

Southern Funeral Director, 711 Glenn St., S.W., Atlanta, Ga. (M-25) Articles of interest to southern morticians. Hal Reynolds. \$8 page, Pub.

Southern Hardware, 1020 Grant Bldg., Atlanta, Ga. (M-15) Illustrated articles on management and merchandising methods in southern hardware stores. 1c up, Pub.

Southwestern Bottler, 401 Milam Bldg., San Antonio, Tex. (M-10) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana, and Arkansas. Ruel McDaniel. ½c up, Pub.

Spice Mill, The, 106 Water St., New York. (M-35) News and articles on tea, coffee, condiments and flavorings. Limited market for brief articles. C. S. Sewell. ½ to 1c, Pub.

Sporting Goods Dealer, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated interviews on merchandising, store arrangement, news. C. T. Felker. ½c up, Pub.

Sporting Goods Journal, 1109-10 Lytton Bldg., Chicago. (M) Specific feature articles describing successful cost-reducing programs; photos. Ames A. Castle. ½c up, Pub.

Starchroom Laundry Journal, 415 Commercial Sq., Cincinnati. (M-25) Feature articles on laundry business, 1000. J. N. Wheeler. ½ to 1c, Pub.

Syndicate Store Merchandiser, 951 Broad St., Newark, N. J. (M-20) Illustrated articles on 5, 10 and \$1 chain store merchandising displays up to 1000. P. J. Beil. 1c up, Pub. Shorts on unusual window and counter displays, up to 100. ½ to 1c, Pub. (Sample copy free.)

Tavern Topics, 30 N. Dearborn St., Chicago. Articles of interest to retail taverns, original package liquor stores, hotel and club stewards and volume buyers. D. F. Cass. Rates not at hand.

Tires Magazine, 420 Lexington Ave., N. Y. (M-25) Merchandising and servicing articles on tire retailers and superstore station operators 1500 to 2000. Jerome T. Shaw. ½ to 1c, news items 25c inch, fillers ½c, photos \$2, Pub.

Toilet Requisites, 30 Rockefeller Plaza, New York. (M-35) Verified interviews with drug or department store buyers or higher executives concerning toiletries retailing in cities 25,000 or over. Photos. No general stories. Keep under 1200. S. G. Swift. 1c, Acc.

Toys and Novelties, 139 N. Clark St., Chicago. (M) Illustrated merchandising features from leading toy departments and stores, 250 to 1200. G. Ruth Curnock, Assoc. Ed. ½c, Pub.

Toy World, Bankers Investment Bldg., San Francisco. (M) Regular correspondents in leading Western cities. Toy features. Corena Daugherty. ½ up, Pub.

Trunks and Leather Goods, 1170 Broadway, New York. (M) Successful merchandising plans, department store handbag and luggage departments. Unusual window displays and interior layouts. News about buyers. Cyril Reinstatler. ½c up, Pub.

United States Tobacco Journal, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.

Upholstering, 373 4th Ave., New York. (M) Articles of dollars-and-cents value to makers of upholstered furniture, both manufacturing and work room. Pub. (Not in market yet.)

Voluntary Chain Magazine, The, 114 E. 32d St., New York. (M) Constructive articles for heads of voluntary and cooperative organizations 1000 to 2000. Gordon Cook. ½c, photos \$1, Pub.

Welding Engineer, 608 S. Dearborn St., Chicago. (M) Technical and practical articles of interest to welding departments and shops. F. L. Spangler. 1c, Pub.

Western Alcoholic Beverage Journal, 443 S. San Pedro St., Los Angeles. (M) Articles covering winery and spirits industries of West. Robert R. Berry, Mng. Ed. Rates not at hand.

Western Brewer, 431 So. Dearborn St., Chicago. (M) News and features of the brewing industry. H. S. Rich. Pub.

Western Brewing World, 420 S. San Pedro, Los Angeles. (M) News and features of brewing industry of West. Robt. J. Pritchard. Good rates, Pub.

Western Confectioner and Ice Cream News, 853 Howard St., San Francisco. (M-35) News and features of western candy, ice-cream, fountain trade. Russell B. Tripp. Fair rates, Pub. (Overstocked.)

Western Furniture Retailing, 180 New Montgomery St., San Francisco. (M) News and features of the trade. Norris E. James. 1c, Pub. (Overstocked.)

Western Hotel Reporter, 681 Market St., San Francisco. (M-15) Illustrated articles of interest to hotel and restaurant men 1500. Jay G. Hilliard. 20c inch. Pub.

Western Machinery and Steel, 500 Sansome St., San Francisco. (M) Regular correspondents. Query editor on features. Indefinite rates. Pub.

Western Plumbing & Heating Journal, 3665 S. Vermont Ave., Los Angeles. (M) Trade news and features from west of the Rockies. John B. Reeves. Pub.

Wholesale Druggist, 330 W. 42d St., New York. (M) Concrete drug business articles concerning bona fide wholesale druggists. Jerry McQuade. 1c up. Pub.

Wines & Liquors, 608 S. Dearborn St., Chicago. (Bi-W-20) Tabloid newspaper serving producers and wholesale distributors. E. C. Raymer. ½c Pub.

Wines & Spirits Merchandising, 125 E. 46th St., New York. Articles on merchandising practices of off-premise retail package liquor stores, up to 1200. Harrison J. Cowan. ¼c up. Pub.

Wood Construction, Xenia, O. (2M-15) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. 16c inch, including art. Pub.

Wooden Barrel, The, 511 Locust St., St. Louis. (M) Semi-technical articles on developments in cooperage business, trade notes, personal items concerning coopers and developments in packaging, articles on wooden barrels in use in various industries, 1000 to 1500; new markets. Lynn Mahan, Mng. Ed. 1c up. Pub.

LIST D

Juvenile and Young People's Publications

Ambassador, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Ages 13 to 17. Wholesome short-stories, boy and girl characters, 2000 to 3000. Travel, biographical, practical articles 2000 with illustrations; verse. Novella Dillard Preston. ½c, poems \$1 to \$2.50. Acc.

American Boy, The, 7430 2nd Blvd., Detroit, Mich. (M-20) Boys, high-school and college age. Short-stories up to 4500; Western; mystery, small-town, farm, science, sports, detective; overstocked with serials; short filler articles with photos. George F. Pierrot, Mng. Ed. 2c up. Acc.

American Girl, 570 Lexington Ave., New York. (M-15) Ages 12 to 17. Girl Scouts publication. Action short-stories 2500 to 3700; articles 1500 to 3000. Anne Stoddard. 1c up. Acc.

American Newspaper Boy, 416 N. Marshall St., Winston-Salem, N. C. (M) Short-stories of adventure, inspiration, modern newspaper carrier boy characters, 2000 to 3000. Bradley Welfare. \$10 each. Acc.

American Youth, 80 Lafayette St., New York. (M-15) Young people 17 to 20. Inspirational short-stories 2500 to 5000, serials, verse for older readers. T. Vaile Sproull. 1c up. Pub.

Boy Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Medium ages. Short-stories 2000, serials, articles, miscellany, 1/3c up. Acc.

Boys and Girls, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys and girls up to 12. Short-stories 600 to 1000, short serials, verse, occasional brief articles on nature, science, things-to-do. Mrs. W. B. Ferguson. ½c, Acc.

Boys' and Girls' Comrade, Gospel Trumpet Co., 5th and Chestnut, Anderson, Ind. (W) Ages 9 to 15. Educational articles 500 to 1500; stories of character building or religious value 1000 to 2000; serials 5 to 15 characters; verse 2 to 6 stanzas. L. Helen Percy. \$2 to \$2.50, photos 25c to \$1. Pub.

Boys' Comrade, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Ages 13 to 17. Short-stories 2000 to 2500; serials 8 to 10 chapters; illustrated articles 100 to 1500; verse; miscellany. Glenn McRae. \$3.50 per M., Pub.

Boys' Life, 2 Park Ave., New York. (M-10) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement, short-stories, preferably 2000 to 3000; serials up to 30,000; articles up to 2000. James E. West. 2c up. Acc. (Overstocked.)

Boys' World, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys 13 to 17. Short-stories 2200 to 2500; serials 4 to 6 chapters, 2200 each; scientific success articles up to 300; occupation articles 150 to 300; successful boys, curiosity, scientific news items; verse. Thomas S. Huntley. Good rates, Acc.

Canadian Boy, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Teen-age boys. Short-stories, serials, verse, photos. ½c, Pub.

Canadian Girl, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Teen-age girls. Short-stories, serials, verse, photos. ½c, Pub.

Catholic Boy, The, Midway Brokerage Bldg., St. Paul, Minn. (M) Boys, 11 to 18. Wholesome action short-stories, 2000 to 2500; serials. J. S. Gibbons. Varying rates, Pub. (Slow.)

Challenge, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Young People, 17 years up. Adventure, achievement short-stories 1500 to 2500; descriptive, biographical, travel articles up to 2000 (references must be cited); verse. Wallace Greene. ½c, verse \$1 to \$2.50. Acc.

Challenge, The, Presbyterian Publications, 73 Simcoe St., Toronto, Canada. (W) Young people's material. Rates not at hand.

Childhood Magazine, Suttonhouse Publishers, 523 H. W. Hellman Bldg., Los Angeles. (M-20) Happy juvenile stories, poems, things to do. Carl F. Sutton. ½c, Pub.

Child Life, Rand, McNally & Co., 536 S. Clark St., Chicago. (M-25) Ages 2 to 12. Short-stories, miscellany up to 1800. Marjorie Barrows. ½ to 1c, Pub. (Overstocked.)

Child's Own, The, General Bd. of Religious Ed., 604 Jarvis St., Toronto, Canada. (W) Children under 8. Short-stories, verse. Rev. D. B. Rogers. 2/5c, Pub.

Christian Youth, 327 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000 to 2200; fillers; nature, fact, how-to-make-it articles 300 to 1000; bible puzzles. Charles G. Trumbull; John W. Lane, associate. \$10 a story, fillers \$1 to \$4, puzzles 50c to \$1. Acc.

Classmate, Methodist Book Concern, 420 Plum St., Cincinnati. (W-5) Young people 18 to 24. Wholesome short-stories 2500 to 3500; serials 30,000 to 40,000; illustrated articles 1000 to 2500; fact items 200 to 1000; verse. A. D. Moore. Fillers ½c up, fiction 1c up, verse \$5 to \$10, 60 days after Acc.

Dew Drops, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 5 to 8. Short-stories 800 to 900; short articles, editorials 250 to 300; verse up to 12 lines. Good rates, Acc.

Epworth Herald, 740 Rush St., Chicago. (2M-10) Articles on youth's activities 1000 to 1200; religious essays 200 to 300; short-stories 1000 to 1500; serials 20,000 to 30,000; nature, re-

ligious verse up to 20 lines. W. E. J. Gratz. ½c, verse 13c line, photos \$3 to \$5. Pub.

Epworth Highroad, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (M) Young people, 16 to 24. Short-stories 2500 to 4000; serials, 4 to 6 chapters; illustrated articles 1000 to 1800; short poems. R. L. Hunt; Miss Rowena Ferguson. ½c to 1c, verse 25c line, Acc.

Forward, Presbyterian Bd. of Christian Education, Wither- spoon Bldg., Philadelphia. (W) Boys and girls, 18 to 23 years. Short-stories 3000; serials not over 8 chapters of 3000 each; illustrated articles 700 to 1000; fillers 150 to 400. John T. Faris. 36c per 100 words. Acc.

Friend, The, United Brethren Pub. House, Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000 to 2500; serials 5 to 8 chapters; informational, inspirational articles 100 to 800; short verse. J. W. Owen. \$1 to \$5 per story, poems 50c up to \$2. Acc.

Front Rank, The, Christian Bd. of Pub., 2710 Pine St., St. Louis, Mo. (W) Young people, teen ages. Moral short-stories 2000 to 2500; serials 20,000 to 25,000; illustrated articles; poems; photos. \$3.50 per M., Pub.

Girlhood Days, Standard Pub. Co., 9th and Cutter Sts., Cincinnati, O. (W) Girls 12 to 18. Out-of-door short-stories 1800 to 2000; serials; miscellany. 1/3c up. Acc.

Girls' Circle, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Girls 13 to 17. Short-stories 2500; serials 8 to 10 chapters; illustrated articles 100 to 2000; poems up to 20 lines. Frances Woolery. \$3.50 per M., Pub.

Girls' Companion, D. C. Cook Pub. Co., Elgin, Ill. (W) Girls 15 to 18. Short-stories 2000 to 2500; serials, 2 to 6 chapters 2200 each; illustrated occupation articles 150 to 1000. Margaret M. Stone. Good rates, Acc.

Girl's World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W-2) Girls 12 to 16. Wholesome action short-stories 2500; serials of 2500-word chapters; informative articles 200 to 800; character-building editorials up to 500; photos. Miles W. Smith. \$4.50 to \$5 per M., Acc.

Haversack, The, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys 12 to 17. Short-stories 2000 to 3500; serials 4 to 10 chapters; articles 1000 to 1500, preferably with photo illustrations; miscellany. ½c up. Acc.

Institute Leaflet, General Bd. of Religious Ed., 604 Jarvis St., Toronto, Canada. (W) Boys and girls, 9 to 11. Short-stories, serials, verse. Rev. D. B. Rogers. 2/5c, Pub.

Jewels, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Material for small children. ½c, Pub.

Junior Christian Endeavor World, 41 Mt. Vernon St., Boston. (M-5) Short-stories, 1500; serials 6 to 8 chapters, 1500 each; items on current events, history, travel, Bible, children's organizations, etc., 100 to 500; illustrations. Stanley B. Vandersall. ½c, Acc.

Junior Joys, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls 9 to 12. Not in the market.

Junior Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Children 8 to 12. Short-stories, serials, verse. 1/3c, Acc.

Junior World, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Children 9 to 12. Short-stories 2000 to 2500; serials 8 to 12 chapters; poems up to 20 lines; illustrated informative articles 100 to 1800. Hazel A. Lewis. \$3 to \$4 per M., Pub.

Junior World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W-2) Children 9 to 12. Short-stories up to 2500; serials 2500-word chapters; miscellany. Miles W. Smith. \$4.50 to \$5 per M., Acc.

Little Folks, The, Augustana Book Concern, Rock Island, Ill. (W) (Children 5 to 8) Religious short-stories up to 450. Mrs. Edith Cling Palm, Hector, Minn. ½c, Pub.

Lutheran Boys and Girls, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Ages 9 to 14. Short-stories, articles. Low rates, Acc.

Lutheran Young Folks, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Boys and girls over 14. Illustrated descriptive articles; short-stories 3000 to 3500; serials 6 to 12 chapters. Fair rates, Acc.

Olive Leaf, Augustana Book Concern, Rock Island, Ill. (W) Boys and girls, 8 to 12. Religious stories 500; verse 8 to 12 lines. Submit MSS. to Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago. ¼ to ½c, Pub.

Onward, Box 1176, Richmond, Va. (W-3) Young People. Character building short-stories, serials, short articles, editorials. Miss Clarabel Williams. \$3 to \$5 per M., Acc.

Onward, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Young people. Short-stories, articles, serials, verse, photos, nature and science material. ½c, Pub.

Open Road for Boys, 130 Newbury St., Boston. (M-10) Older boys' interests. Aviation, sport, adventure, humorous short-stories 2000 to 3500; serials up to 40,000; articles 1000 to 1500. Clayton H. Ernst. Up to 1c, Acc. and Pub.

Our Little Folks, United Brethren Pub. House, Dayton, O. (W) Children 4 to 9 years. Short-stories 300 to 600. J. W. Owen. Up to 1/4c. Acc.

Picture Story Paper, Methodist Book Concern, 420 Plum St., Cincinnati, O. Children 4 to 8. Short-stories 300 to 800, verse. Ethel L. Smither. 1/4 to 1c. Acc.

Picture World, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories and incidents impressing moral and religious truths 400 to 800, verse. \$5 per M., verse 50c stanza, Acc.

Pioneer, The, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) boys 9 to 15. Short-stories 2500 to 3000; serials 6 to 8 chapters, 2500 each; illustrated articles 800 to 1000. John T. Faris. Up to 1/4c, photos 50c up, Acc.

Playmate, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Boys and girls, 9 to 11. Short-stories, serials, verse. 1/4c. Pub.

Play Mate, 3025 E. 75th St., Cleveland, O. (M-15) Boys and girls up to 14. Mystery adventure short-stories 1000 to 2500; nursery stories 1000; humorous or imaginative verse. Esther Cooper. 1c, verse 25c line, Acc.

Portal, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) (Girls 12 to 18) Wholesome action short-stories 1500 to 3000; serials 20,000 to 25,000; vocational, project articles on assignment only; editorials. Wilma K. McFarland. 1c, verse \$5 to \$10, Acc.

Queen's Gardens, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Girls 9 to 15. Short-stories 2500 to 3000; serials 6 to 8 chapters. 2500 each; illustrated travel, nature, biography, history, handicraft articles 300 to 1000; verse. John T. Faris. Up to 1/4c. Acc.

Sentinel, The, 161 8th Ave., N., Nashville, Tenn. (W-5) Girls and boys 9 to 12. Short-stories; biographical, historical, scientific, discovery articles with illustrations 500 to 1000. Novella Dillard Preston. 1/4c to 1/4c. Acc.

Shining Light, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W-5) Children 5 to 9. Moral, character-building, religious short-stories 500 to 1000; nature, religious verse; photos of nature, children. L. Helen Percy. \$2 to \$2.50 M., Pub.

St. Nicholas, 580 5th Ave., New York. (M-25) Boys and girls, 8 to 16. Distinctive action short-stories up to 3500; serials by commission; brief amusing verse. Vertie A. Coyne. 1c up, verse 25c line, Acc.

Stories, Presbyterian Bd. of Christian Ed., 420 Witherspoon Bldg., Philadelphia. (W) Children, 6 to 8. Character-building short-stories 500 to 800. Elizabeth S. Whitehouse. Up to 1/4c, verse up to 10c line, Acc.

Storyland, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis, Mo. (W) Children under 9. Short-stories 300 to 1000; poems up to 20 lines; handicraft articles 300 to 500; drawings or photos, child or animal subjects; simple puzzles. Hazel A. Lewis. \$3 to \$4 per M., Pub.

Storytime, Baptist Sunday School Bd., 161 8th Ave., N., Nashville, Tenn. (W) Children 4 to 8. Short-stories 400 to 600; articles and suggestions for playthings children can make 100 to 300. Overstocked with verse. Agnes Kennedy Holmes. 1/4c. Acc.

Story World, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Children under 9. Short-stories 300 to 900; verse. Miles W. Smith. \$4.50 to \$5 per M., Acc.

Sunday Companion, 256 Broadway, New York. (W) Catholic juvenile fiction. M. A. Daily. Rates not stated.

Sunshine for Little People, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W-5) Not in market.

Target, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Boys 9 to 15. Short-stories 1500 to 3000; serials of character development 20,000 to 30,000; articles with photos 1200 to 1800; editorials 300 to 700; verse 8 to 20 lines; fact items, fillers, 200 to 500. Alfred D. Moore. 1/4c to 1 1/4c, verse \$2.50 up, 60 days after Acc.

Tiny Tower, (Tower) 55 5th Ave., New York. (M) Younger children. Short-stories, novelty one-page features. Bosco Cass. Rates not stated.

Torchbearer, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Girls 12 to 17. Short-stories 2500 to 3500; serials 2 to 10 chapters; articles 1000 to 2000; editorials 500 to 700; verse. Rowena Ferguson. 1/4c up, Acc.

Watchword, The, United Brethren Publication House, 1030 U. B. Bldg., Dayton, O. (W) Short-stories 1500 to 3000; serials for young people; miscellany. E. E. Harris. \$1.50 to \$2 per M., Acc.

Wee Wisdom, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Children 6 to 12. Character-building stories, poems; animal stories, no killing; interesting things to do. Jane Palmer. Up to 1/4c, prose 25c line. Acc. (Overstocked.)

What To Do, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys and girls 9 to 13. Short-stories 2500; serials 4 chapters 2500 each; informative articles 1200 to 1500; editorials up to 500. Helen Miller Stanley. Good rates, Acc.

Young Canada, Presbyterian Publications, 73 Simcoe St., Toronto, Canada. (W) Teen-age boys' and girls' material. Rates not at hand.

Young Crusader, The, 1730 Chicago Ave., Evanston, Ill. (M-3) Children's paper of W. C. T. U. Temperance, health, character-building short-stories up to 1500. Katharine P. Crane. Moderate rates, Pub. Verse, no payment.

Young Israel, 3 E. 65th St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest. 1200 to 2000; verse. Elsa Weihl. Under 1c, verse \$3 to \$5, Acc.

Young People, Amer. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) 17 years up. Character-building short-stories 2500; serials of ten 2500-word chapters; illustrated articles up to 2000; miscellany. Miles W. Smith. \$4.50 to \$5 per M., poems \$1 up, photos 25c up, Acc.

Young People, The, Augustana Book Concern, Rock Island, Ill. (W) Articles and stories, Christian ideals for children 11 to 16. Submit MSS. to Dr. Geo. A. Fahlund, 244 Union Ave., S. E., Grand Rapids, Mich. Low rates, Acc.

Young People's Friend, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W) Educational articles 1000 to 1500; short-stories 1200 to 2500; serials 5 to 15 chapters; verse 3 to 8 stanzas. L. Helen Percy. \$2 to \$3 per M., verse 5c line, Pub.

Young People's Paper, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Late teen ages. Interdenominational feature and inspirational articles; short-stories, up to 2500; serials 13,000; fillers 200 to 800. \$4 to \$5 per M., Acc.

Young People's Weekly, D. C. Cook Pub. Co., Elgin, Ill. (W) Ages 17 to 25. Short-stories 2500; serials 4 to 6 chapters of 2500; illustrated articles on curiosities, science 200 to 600; success stories; miscellany. Helen Miller Stanley. Good rates, Acc.

Young Soldier and Crusader, The, General Bd. of Religious Ed., 604 Jarvis St., Toronto, Canada. (W) Young people. Short-stories, verse. Rev. D. B. Rogers. 2/5c. Pub.

Youth's Comrade, The, Nazarene Pub. House, 2923 Troost Ave., Kansas City. (W-5) Boys and girls, high-school ages. Not in market.

Youth's World, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Boys, teen ages. Short-stories 2500; serials 2500 each chapter; short articles; character-building editorials up to 500; handicraft; fact items; photos. Miles W. Smith. \$4.50 to \$5 per M., Acc.

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THE AUTHOR & JOURNALIST'S LITERARY MARKET TIPS

GATHERED MONTHLY FROM AUTHORITATIVE SOURCES

Outdoor Life, Mt. Morris, Ill., has been purchased by the publishers of *Popular Science Monthly*, and will hereafter be published at the address of the latter, 381 Fourth Ave., New York. "We need immediately, for *Outdoor Life*, plenty of lively, up-to-the-minute, authoritative material of practical value to the rank and file of sportsmen," writes Raymond J. Brown, signing himself editor. "Material will be acted on at once and if accepted will be paid for immediately at the best rates in the field."

Squadron Combined with Contact is the title under which the two magazines indicated will be issued as a combined magazine during the summer. The magazine is issued by Adventure House, Inc., 80 Lafayette St., New York, of which George Bruce is president. Mr. Bruce sends a denial that he has resigned as editor. He writes: "We are now giving readings in five days minimum, and paying for material on the Friday following acceptance." The magazine is open for thrilling air-war short-stories in lengths of 5000 to 8000 words. Rates paid are by arrangement according to the value of the material. Miss B. Jones is managing editor.

American Boy, 7430 Second Boulevard, Detroit, Mich., George F. Pierrot, managing editor, writes that it is ready to increase its inventory somewhat. "We want good fiction, and preference will be given to stories of 4500 words or under. Especial need—stories with Western, mystery, small-town, farm, science, sports, and detective backgrounds. Good plots and brisk movement are essential. No love interest. *American Boy* appeals to older high-school boys and younger college men, consequently its story heroes must be 18 or older. Do not 'write down.' Payment is at 2 cents a word and up on acceptance; decisions customarily within four days after a manuscript arrives. At present no serials are needed. We are interested, however, in very short filler articles of definite appeal to boys, preferably with good photographs."

Jack Dempsey's Fight Magazine, 201 N. Broad St., Philadelphia, is the title of the new boxing magazine announced in our March issue by William H. Kofoed, who also is editor of *Gay Book*. Stories of meaty plot and fast action dealing with boxing in various adventure hook-ups, are desired, preferably under 6000 words. Payment is on acceptance at varying rates. *Gay Book* and *Jack Dempsey's Fight Magazine* have also opened a New York editorial office at 1540 Broadway.

Formal, 505 Fifth Ave., New York, is announced as a new sophisticated monthly magazine which will be placed on the national college market this fall. It will be devoted to the fraternity and sorority field, but a general policy of editorial latitude will permit the use of various types of material, generally sophisticated and satirical. Writers and artists are invited to submit material at once. Sophisticated shorts, poems, humor, features that will appeal to the fraternity-sorority audience at colleges and universities are desired, up to 2000 words. Also cartoons in the risqué, vulgar tone. The general style will be similar to *The New Yorker* and *Esquire*. Charles Van Cott, managing editor, states that while no set rate of payment is planned, the rate will be liberal, over 1 cent a word, and on acceptance.

The American Mercury, 730 Fifth Ave., New York, now under the editorship of Charles Angoff, makes the following announcement of its policy over the signature of Alfred A. Knopf, publisher: "First, I have abandoned completely its preoccupation wholly with the American scene; its interests will now include the European countries and indeed the whole world. It will treat foreign topics with the same uncompromising realism with which it for ten years dealt with purely American themes and personalities. Secondly, *The American Mercury* will be seriously concerned with the tremendous social, political, and economic problems raised by the world crisis. The magazine will delight, as always, in deriding pompousness and quackery in all places, in belaboring every known variety of puritan or wowser, in denouncing all attempts to suppress free utterance. But it will be less concerned with the now comparatively harmless forms of imbecility displayed by Rotarians, Babbitts, and the lower inhabitants of the Bible Belt; it will give more attention to stupidity and swinishness in high places, where they are most likely to produce disastrous results. . . . Finally, the magazine will not be wholly serious, but will include in every issue material, whether treating the various arts or sciences, short-stories, poems, or just amusing odds and ends, that have no other aim than to furnish entertainment to its readers."

Great Detective is to be resumed under a new format at 151 Fifth Ave., New York, by William Levine (pen name, Will Levinrew), who writes: "I will use no more reprints unless a special occasion demands it. I want the best possible detective and mystery stories and—believe it or not—I have no formula or policy. This is true even as to length. I can use anything up to 30,000 words. In only one dimensional respect do I have a policy; the story must not be thin. You may violate all the known conventions, rules, taboos, or fetishes; if it is a good story I can and will use it. Aside from the requirement of a good puzzle, I might reduce all other requirements to one word, 'warmth.' Give your story human interest; have your characters live, breath. Make them something that your readers will get mad over, cry, laugh with or at. If you do that besides creating a good puzzle, you will satisfy my demands. A 'formula,' or fixed policy means necessarily that the writer writes to order. It is safe to say that a large percentage of stories written to order are never printed. A large number that see print should not be printed. Every man or woman who writes an acceptable story acquires a style, writes one certain type of story that he can do better than any other kind. Write the story you like best to do for *Great Detective*. It can have a woman in it or not; it can have any kind of a woman. It may be action, deduction, or a happy combination of both. It may even be completely devoid of one single little bit of murder. 'The story is the thing.'" Rates paid, it is understood, will be good, on publication.

Modern Romances, 149 Madison Ave., New York, formerly edited by Lyon Mearson, is now being edited by Helen Irwin. This Dell publication is interested in short-stories of 3500 to 5000 words of the confession type, with a strong love angle. Rates are 2 cents a word on acceptance.

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Mrs. Hardy, who for some time has been taking an active part in the agency, was formerly on the editorial staff of Macmillan Company. She is highly recommended by Harold S. Latham, Ida Tarbell, Henry Goddard Leach, Hamlin Garland, and others.

Send for circular, and for letters of recommendation from George Horace Lorimer, H. L. Mencken, John Farrar, William L. Chenery, William C. Lengel, Garet Garrett, H. E. Maule, Oscar Graeve, William Allen White, Marie M. Meloney, Lincoln MacVeagh, H. C. Paxton, Fulton Oursler, Thayer Hobson, Marjory Stoneman Douglas, H. W. Stokes, and others.

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Send for free leaflet, "What Editors Want."

The Ledger Syndicate, Independence Square, Philadelphia, has *not* been discontinued as erroneously stated in our May issue. The morning and Sunday editions of the Philadelphia *Public Ledger* were combined with the Philadelphia *Inquirer*, but the *Evening Ledger* was not affected by the change and the Ledger Syndicate continues in operation as before under the management of J. E. Watkins, in connection with one great evening paper, and one great morning and Sunday paper (the *Inquirer*). THE AUTHOR & JOURNALIST regrets that a misunderstanding of the information at hand, received just as the issue was going to press, led to the mistaken report that the Ledger Syndicate was affected.

The Dell Publishing Company, 149 Madison Ave., New York, announces that along with its prompt payment for manuscripts a much speedier reading service has been added. "In the future, a decision on all manuscripts will be given within two weeks. The system always followed by this company, of payment each week and immediately upon acceptance, will still continue," writes C. W. Mowre, editor. Magazines of the Dell Company include *Ace High*, *All Detective*, *All Western*, *Ballyhoo*, *Film Fun*, *Five Novels*, *Modern Romances*, *Sweetheart Stories*, *War Birds*, *Western Romances*, *Modern Screen*, and *Radio Stars*.

Miss America, 1450 Broadway, New York, is expected to appear within the next few weeks, under the editorship of Walter Roerber Schmidt. It will use short-stories dealing with love and other themes of interest to girl readers, offering payment on publication at 1/2 cent a word.

American Newspaper Boy has moved from 15 W. Fifth St. to 416 N. Marshall St., Winston-Salem, N. C. It uses short-stories of adventure and inspiration with modern newspaper boy characters, 2000 to 3000 words, paying \$10 each on acceptance.

Harry Steeger, editor of Popular Publications, 205 E. 42nd St., New York, notifies authors who are interested in reading *Adventure*, with a view to getting its slant for material under the new ownership, that the July issue of the magazine will be the first one to represent the selection of its present publishers.

"Slight Errors" is a "boner" column conducted for the Gruber Syndicate of New York. Material should be submitted to Irving Wallace, 6103 18th Ave., Kenosha, Wis., who writes: "I will accept any famous boners, mistakes, and errors made by well-known people; material like the account of the football player who ran the wrong way for a touchdown, the omitted comma which cost the United States two million dollars, etc. Boners should be written briefly. Payment depends on value and length, but not less than 2 cents a word is paid."

Searcy Press, 995 E. Rich St., Columbus, Ohio, offers a market for one and three-act plays. Charles Roy Cox, manager, writes: "We are particularly interested in three-act plays for (not by) children—the *Alice in Wonderland* type. For these we promise reasonably prompt reports and outright purchase or royalty arrangement. We are also in the market for humorous short-stories of 4000 words. Very low rates, but paid promptly. Nothing wanted in the fiction line but humorous shorts. We prefer a semi-sophisticated style, with sparkling dialogue, or straight wise-cracking yarns."

Complete Detective Novel, 222 W. 39th St., New York (Teck), is reported to be in the market for short-stories of the detective variety. Payment for these is at about 1 cent a word on publication; longer material, 1/2 cent a word.

The Bobbs-Merrill Co., 724 N. Meridian St., Indianapolis, Ind., announces that Lynn Carrick, formerly with G. P. Putnam's Sons, becomes its editor, June 1.

The Fiction Guild, Inc., 41 E. 42nd St., New York, officially disbanded on April 23 and all submitted manuscripts were returned to authors. This concern was not connected with the American Fiction Guild, the national writers' organization headed by Arthur J. Burks, but was a publishing company issuing *World Adventurer* and *World Man Hunters*, now discontinued. It is stated that the company expects to pay for all manuscripts used by the first of June. Robert S. Ament, editor, may be reached at 381 Fourth Ave., New York.

Merle Hersey, 799 Broadway, New York, editor of *Police Gazette*, is reported to be acting as an "editorial scout" for a publisher who will put out paper novels each month on Western, love, adventure, detective subjects, each one complete in about 50,000 words. The business is conducted as the Royal Osborne Service. It is understood that cash payment of \$400 to \$500 for accepted manuscripts is made. Writers would probably do well to query her before submitting material.

Boys' Companion, *Girls' Friend*, *Children's Comrade* and *Evangelical Tidings*, juvenile magazines of the Evangelical Synod, 1724 Choteau Ave., St. Louis, Mo., are not in the market for material, pending the working out of a merger with the Reformed Church in the U. S., which makes their future continuation and policy uncertain.

Sears Publishing Co., 381 Fourth Ave., New York, has been purchased by the publishing firm of Dodd, Mead & Co., 443 Fourth Ave., New York.

Robert M. McBride & Co., 4 W. 16th St., New York, is reported to be looking for good detective and mystery manuscripts for book publication.

Midwest, 901 North St., Rapid City, S. Dak., is announced as a forthcoming weekly magazine devoted to economic articles about the middle-western and mountain states, especially pertaining to causes that have brought them into near bankruptcy, government abuses, etc. Short poems and articles on Western opportunities for business and Western culture also are sought; drawings but no photographs. Pay will be "doubtful"—that is, conditioned on finances.

Knowledge, 310 Riverside Drive, New York, has been re-entitled *Scientific Progress*. It records scientific progress in health, psychology and achievement in articles written for the layman. Dr. Dagobert D. Runes is editor. Rates are about 1/2 cent a word on publication.

The Shadow Magazine, 79 7th Ave., New York, one of four Street & Smith magazines edited by John L. Nanovic, "furnishes a wide-open market, especially for new and unknown authors, for a detective story paced for the modern reader. Detectives or police officers may be the heroes; the villain must always be a crook. Our pages do not cater to the criminal; do not show how crime is done, but how it is uncovered. We keep away from crooked police officials or detectives; are not interested in stories of gangsters. What we want are stories of clever detective work done by officials who are not afraid to risk their lives in the performance of their duties. Lengths should not exceed 6000 words and can start from as low as 1500 words," writes Mr. Nanovic. *Nick Carter Magazine*, under the same editorship, "wants detective short-stories up to 6000 words making a detective the outstanding hero. Avoid sympathy for the criminal. Keep the action fast and clear, and have the detective show some real accomplishment before he catches the crook." Rates for both are 1 cent a word on acceptance.

Musical Courier, 113 W. 57th St., New York, listed as paying 1 cent a word on publication, is slow in sending checks, according to a contributor, and in one case has failed to pay five months after publication.

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Springfield, Mass.

GREETING CARD MARKET NEWS. (By Doris Wilder.) B. Fidelman of *Artistic Card Co.*, 414-418 Carroll St., Elmira, N.Y., writes: "We will not be requiring more verses this year, as our line is now complete. Along about December or January, we shall probably be ordering some new ones for next year's business. . . . *McKenzie Engraving Co.*, 1010 Commonwealth Ave., Boston, buys for Christmas and Every Day occasions, especially Birthday and Convalescent. C. B. Lovewell, editor. 25 cents a line. . . . The many "contributing" friends of Ethel W. Beach will be glad to know that she is again at the editorial helm of *The Bromfield Publishers*, 12 High St., Brookline Village, Mass. Mrs. Beach is exceedingly helpful to writers. The company's Christmas line is complete, but the editor is interested in reviewing Valentine, Easter, St. Patrick's Day, and Every Day material. Valentines, to please Mrs. Beach, should be either "sweet" or "humorous"—never heavy. 50 cents a line. . . . Mary E. Johnson of *Hall Bros.*, Grand Ave. and Walnut at 26th, Kansas City, has been buying for Mother's Day, Dad's and Graduation. Exceptional Every Day ideas might find a market with Hall, too. 50 cents a line. . . . Most recent call from *Jessie H. McNicol*, publisher of the Copley Craft Cards, 18 Huntington Ave., Boston, was for Mother's Day and Sweetheart verses. 50 cents a line. . . . At last information, *Metropolitan Lith. & Pub. Co.*, Everett, Mass., (Fred P. Luetters, editor) was buying Valentine and Easter sentiments. 25 cents a line. . . . *Norcross*, 244 Madison Ave., New York, is a market for seasonal and every day greetings. Presumably Mother's Day, Father's Day, Graduation and Every Day material would be of most interest at this time. 50 cents a line. . . . Miss Hannah Trauring, editor of *Julius Pollak & Sons, Inc.*, 141-155 East 25th Street, New York, stated some months ago that her company buys Christmas, New Year, Birthday, and Every Day greetings from early summer to the end of the year. This company has been out of market, but may be in again by the time this news appears in print. 50 cents a line. . . . *Quality Art Novelty Co.*, Eveready Building, Thompson Ave. and Manley St., Long Island City, N.Y., recently paid \$1.00 for a one-line "wise-crack" greeting for Father's Day. . . . "We can use expressive two-liners for various occasions," wrote Donald D. Simonds, of the *Geo. C. Whitney Co.*, 67 Union St., Worcester, Mass., enclosing payment for a Christmas sentiment at 50 cents a line. . . . *Rust Craft Publishers*, 1000 Washington St., Boston, probably will complete buying the bulk of its Christmas material this month. Mother's Day and Graduation sentiments might find a welcome with the president, Fred W. Rust, and Every Day sentiments are wanted the year around. 50 cents a line. . . . "We could use more Every Day material," says Richard Hill, editor of the *P. F. Volland Co.*, Joliet, Ill. Originality and humor seem to find favor with him. 50 cents a line. . . . If you have any Birthday Juveniles (1 to 12 years) rush them to W. H. Wheeler of *White & Wyckoff Mfg. Co.*, Holyoke, Mass. 50 cents a line. . . . *Japanese Wood Novelty Co.*, 109 Summer St., Providence, R.I., was still buying Every Day, Valentine and Easter sentiments at last report. 25 cents a line.

Dime Western Magazine, 205 E. 42nd St., New York, (Popular) "desires strongly emotional stories with realistic characterization in the Western field," writes Rogers Terrill, editor. Girl interest is desired. Lengths, 2000 to 6000 words for short-stories, 10,000 to 18,000 words for novelettes. Payment is at 1 cent a word up, on acceptance.

Pennsylvania Farmer, 7301 Penn Ave., Pittsburgh, Penn., the Pennsylvania section of the Capper Farm Press, is not in the market for fiction, writes M. C. Gilpin, editor.

The Scholastic Coach, now located at 155 E. 44th St., New York, uses technical articles of about 1000 words on football, basketball, track, and field. Payment is on publication at about 1 cent a word, \$15 maximum per article. Jack Lippert is editor.

Nude Life, 124 White St., New York, is a new monthly magazine devoted to nudists and their activities.

Tomorrow, 1450 Broadway, New York, is a new review using economic, political, and similar articles. Rates are not at hand.

Epworth Herald, 740 Rush St., Chicago, is now published twice monthly instead of weekly.

Conflict, 101 Park Ave., New York, has been discontinued, and the editor, Frederick Gardener, cannot be reached. We are informed that a large number of submitted manuscripts are piled up on the desk of the editor and that the landlord of the building says he will hold them until called for by authors or their representatives. **THE AUTHOR & JOURNALIST**, upon request, will endeavor to put writers in touch with New York agents who may salvage their material.

Broadway & Hollywood "Movies", 1450 Broadway New York, is reported by a contributor as failing to pay for cartoons used as far back as December, 1932; letters bringing no response.

Bridge World, formerly at 570 Lexington Ave., has moved to 30 Rockefeller Plaza, New York.

How to Sell, Mt. Morris, Ill., desires fiction between 2000 and 3500 words in length, writes Frank Gruber, editor. Payment for its articles on direct selling (200 to 800 words) is at 1/2 to 3/4 cent a word; fiction 3/4 to 1 cent a word, on publication.

Operator No. 5, 205 E. 42nd St., New York, (Popular) uses secret-service short-stories up to 6000 words. A lone-handed struggle against large criminal odds is the preferred theme. Rogers Terrill is editor. Rates paid are 1 cent a word on acceptance.

Successful Farming, Des Moines, Ia., in addition to using agricultural and miscellaneous articles, uses some short-stories and verse. Kirk Fox is editor. Payment is at 1 cent a word up, on acceptance.

College Life, 570 7th Ave., New York, is now being published monthly instead of bi-monthly and quarterly as formerly.

The Blue Moon, a poetry quarterly, has moved from 3426 16th St., N.W., to 3435 Brown St., N.W., Washington, D.C.

Inner Culture, 3880 San Rafael Ave., Los Angeles, does not pay for articles at the present time, as all material is written by members of the Self-Realization Fellowship group. S. Yogananda is editor, Faraon J. Moss, business manager.

Tone: Modern Poetry, now at 447 Breckenridge St., Buffalo, N. Y., uses verse of all lengths, but does not pay for material.

The Fourth Decade, c/o Paul M. A. Linebarger, 2006 R. St., N. W., Washington, D. C., is a new experimental magazine.

Kosmos should be addressed at 706 Spruce Street, Philadelphia, and not Box 374, as formerly.

The Calithump, Georgetown, Texas, is a new experimental magazine, with editorial offices also at 304 105th Street, New York. No payment is made for contributions.

Westways is the new title adopted for *Touring Topics*, official monthly magazine of the Auto Club of Southern California, 26th and Figueroa Sts., Los Angeles, Calif.

Wings, now located at 930 Ogden Ave., New York, a verse quarterly, will not be in the market for contributions until September.

"MY CHECK FOR \$225.00 IS ENCLOSED . . ."

ELLEN DANA, Cincinnati, Ohio, who had never sold a line of fiction, read these words in one of my letters during April. It covered the first story she had sent me—sold for \$225.00.

In acknowledgment she says: "Thanks to your knowledge of the market, I seem to have been spared all the early disappointments of beginning authors. To think that my very first story should sell so soon! The criticisms and suggestions you have given, make me feel better equipped to start a new one immediately."

SARA S. KING, Waycross, Georgia, is another beginner who received my check covering her first sale during April. "Within a short time under your guidance I have learned more of market suitability than in years of trying to crash the magazines alone. Your check is conclusive evidence of that," she says.

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AJ-6/34

Doc Savage Magazine, 79 7th Ave., New York, edited by John L. Nanovic, "wants thrilling, action-packed adventure stories not exceeding 6000 words. It prefers American heroes, though action can be planted anywhere in the world. The element of individual conflict, of the hero overcoming great obstacles to win, always is desired; let action itself create the atmosphere." 1 cent a word, on acceptance, is paid.

Pete Rice Magazine, 79 7th Ave., New York, uses 2000 to 6000 word stories of the West, both old-time and modern, with action predominating. "The stories can cover almost anything, so long as the atmosphere gives a good Western impression, and the story leaves the reader with a pleasant thought of a story worth while," writes John L. Nanovic, editor. Rates are 1 cent a word on acceptance.

Broadcast Feature Service Syndicate, C-6 Jackson Bldg., Nashville, Tenn., writes that it will be glad to consider sample scripts for radio broadcasts, and where the idea is commercial or timely will accept the material for release on a syndicate percentage basis. "When submitting manuscripts, please send us also a short outline of all previous radio experience," writes Leslie B. Sterne in sending this information. The syndicate is announced as a division of the Don Merrell Publishing Co.

The Mayflower, 14 Beacon St., Boston, is not in the market for unsolicited manuscripts.

Southernescue, 2104 W. 12th Ave., Little Rock, Ark., originally announced as a monthly, is appearing as a quarterly. It is an experimental literary magazine edited by Kathryn Cordell, devoted to the Southern scene and using material of social significance. No payment is made.

The New Humanist, 105 S. Dearborn St., Chicago, is a new bi-monthly journal of ideals, representing liberal and humanistic developments in America. Articles up to 2500 words, poems of 28 lines or less, expressive of a critical and creative quest for human fulfillment in the here and now, are published. Harold Buschman is editor. No payment is made at this time.

Super-Detective Stories should be listed at 125 E. 46th St., New York. This is another entrance to the building which carries the address of 60 Murray St., where the magazine was previously listed. Frank Armer is editor.

Arena and Strength, 2737 N. Palethorp St., Philadelphia, has failed to pay a contributor for an article used in its October issue. Letters requesting payment are ignored. Similar cases have been reported by other writers.

The Windsor Quarterly, Hartland Four Corners, Vt., verse magazine, is being reorganized, and for the time being, is returning all manuscripts.

The D. Appleton-Century Company, 35 W. 32nd St., New York, plans to issue in September a group of ten or more detective novels under the probable general title of "The Tired Business Man's Library." At last report, the company was ready to accept five more novels for the group. If the plan proves successful, it will be repeated, thus opening up a wider market for mystery fiction.

The Yankee Poetry Journal is announced as a new quarterly to be published by Leonard Twynham, managing editor of *The American Poetry Journal*, 147 Ash Ave., Flushing, N. Y. Each issue will deal with a specific subject.

Woman's World, 222 W. 39th St., New York, is overstocked at present, writes Florence Brobeck, editor.

Wee Wisdom, 917 Tracy Ave., Kansas City, Mo., (Unity School of Christianity) is overstocked at present.

American Feature Syndicate, listed in our May directory of syndicates at 6715 Hollywood Blvd., Los Angeles, is out of business.

Discontinued—Suspended

Love Adventures, (Clayton), New York.

Home Geographic Monthly, Worcester, Mass.

American Beauty, New York.

The Woman Athletic, Chicago.

Screen Mirror, Los Angeles.

The Home Experimenter, Milwaukee, Wis.

The Story Journal, Philadelphia.

The Playgoer, Chicago.

Mid-West Sportsman, Kansas City, Mo.

Today's Magazine of America, New York.

All Outdoors, Beverly Hills, Calif.

Romantic Love Magazine (Romantic Love Secrets), New York.

PRIZE CONTESTS

Journal of the Outdoor Life, 50 W. 50th St., New York, published by the National Tuberculosis Association, announces in its May issue a prize contest for short-stories which must deal with some direct or indirect accomplishment brought about either through funds raised from the Christmas seal sale or through the influence of some agency financed by the Christmas seal. The story must not exceed 4000 words, and illustrations may be supplied. There should be a romantic element, a plot, and some character study; the setting may be anywhere. The propaganda must not be so obtrusive as to make the story preachy or lacking in spontaneity. Avoid a depressing atmosphere. The first prize is \$50, the second is \$25, and for other stories accepted \$5 each will be paid. Manuscripts must be submitted to the Short Story Contest Editor. No more than three stories may be entered by the same person.

"Moulders of American Thought" is announced as an annual collection of best American essays published in American magazines during each year. It will be issued by Doubleday, Doran & Co., Garden City, N.Y., and edited by William H. Cordell. Beginning next year an award of around \$500 will be established for the three best essays selected.

The Chattanooga Writers' Club announces the annual Elberta Clark Memorial prize for a nature poem not exceeding 72 lines; a first prize of \$10 for the best poem submitted and two second prizes of \$5 for the next best. Submit anonymously, with name and address in sealed envelope. Only one poem to contestant, no manuscripts returned. Closing date, November 1, 1934. Address Anna Mary Moon, 100 Oak St., Chattanooga, Tenn.

The Bank of America is offering \$10,000 in scholarships and cash awards to 414 boys and girls of 18 years or under for essays on such questions as "What changes will occur in the next thirty years?" Closing date, June 15. Folders containing official rules and details may be obtained from the Bank of America at Los Angeles, San Francisco, or any of the 415 branches.

The third *Atlantic Monthly* \$10,000 novel prize contest was won by Samuel Rogers, assistant professor at the University of Wisconsin, for his novel, *Dusk at the Grove*.

Paul's Photos, 537 S. Dearborn St., Chicago, offers a \$50 prize for the most suitable photograph of the American mother of today. "The ideal picture would show a wholesome, motherly woman of middle age, preferably engaged in some household or motherly duty, or possibly with a son or daughter or children in the picture." Contest closes July 1, 1934. Negative must be furnished of winning photo.

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SINCE its earliest issues, THE AUTHOR & JOURNALIST has always been eager to assist subscribers having business difficulties with magazines. The staff has written many thousands of letters, and in a high percentage of cases has secured an adjustment satisfactory to the writer. We refer to manuscripts unreported on, articles published but not paid for, or paid for at unsatisfactory rates, and the variety of other situations in which the writer is unfairly treated.

To new readers unfamiliar with this service, we extend a cordial invitation to make use of it; old readers we wish to remind of its constant availability.

THE AUTHOR & JOURNALIST is always ready sturdily to take up the cudgels for free-lance writers. Our experience is that there is much carelessness, little dishonesty, among editors and publishers, and a courteous, but firm letter is usually all that is necessary.

When a publication's practices are such that readers, we feel, should be warned, we do not hesitate to take space in our market information columns for plain words of caution.

SKETCHES

HOW-TO-MAKE and how-to-do articles usually need descriptive sketches. Business articles relating to such subjects as window display, floor layout, interior display, time-saving kinks, and the like, require illustration.

Almost any amateur can prepare sketches which will suffice. Editorial offices always have regular arrangements for art work. The crude drawing is turned over to the artist, who prepares the sketch with professional accuracy, in best reproduction form. The writer is allowed something for his work.

Accordingly, it is feasible to prepare sketch on a sheet of manuscript paper, folded with manuscript.

Here and there a writer may wish to acquire drawing equipment, and develop expert skill, shipping sketches ready for the engraver. Fine, but THE AUTHOR & JOURNALIST would have writers know that professional skill is not at all necessary.

LITERARY MARKET TIPS IN THE TRADE, TECHNICAL AND CLASS JOURNAL FIELD

Dairy Goat Journal, Fairbury, Nebr., uses articles pertaining directly to the dairy goat industry. Illustrations are desirable. "We seldom purchase material except from regular writers, as few understand the field well enough to write intelligently," writes Coal A. Leach, editor. Payment is made on acceptance, according to his statement, usually at not over 1 cent a word.

Autobody Trimmer & Painter, 130 Opera Place, Cincinnati, O., now includes *Motor Body Paint & Trim*, which has recently been purchased from the Ware Bros. Co., Philadelphia, by the Spokesman Publishing Co., Cincinnati.

The Manufacturing Confectioner, Merchandise Mart, Chicago, is buying no manuscripts at present. Mrs. Earl R. Allured is publisher.

Dry Goods Merchants Trade Journal, 507 W. Tenth St., Des Moines, Ia., is now being edited by K. I. Boreman, who succeeds Arthur L. Brayton, editor for many years, recently resigned to join the sales promotion department of Marshall Field & Co., Chicago.

Diesel Transportation will appear with the June issue of *Diesel Power*, 192 Lexington Ave., New York, as a supplement devoted to the use of diesel engines in locomotives, rail cars, tractors, etc.

Automotive Electricity, and *Wines and Spirits Merchandising*, published by Lou Murray Publications, Inc., New York, have moved from 420 Lexington Ave., to larger quarters in the Grand Central Palace Bldg., 125 E. 46th St.

American Baker, which is included in one issue a month of *The Northwestern Miller*, 118 S. Sixth St., Minneapolis, has radically changed its requirements. Writes C. K. Michener, managing editor, "We shall direct our content much less to the retail bakers henceforth, and will concentrate upon wholesalers, or upon very large—or chain—retailers." Payment of 1/2 cent a word is made in the month following acceptance.

Mill and Factory, 205 E. 42nd St., New York, pays well for short cuts and kinks which ring the bell.

California Arts and Architecture, 627 Carondelet St., Los Angeles, formerly a monthly, is now being issued bi-monthly.

Syndicate Store Merchandiser, 951 Broad St., New York, is a small, pocket-size publication purchasing little, if any, material. The editor requires that a string of material used be sent for payment, "and even then," one contributor reports, "the check is sometimes overlooked."

Wet Goods, Numedia Company, Chrysler Bldg., New York, is the latest publication to be started for the package liquor dealer.

Bookbinding Magazine has moved from 114 E. 32d St., New York, to 1775 Broadway. Arthur Freund is publisher.

The American Restaurant Magazine, 5 S. Wabash Ave., Chicago, is still operating on an editorial budget that restricts use of any free-lance material.

Western Baker, 360 Pine St., San Francisco, is still out of the market. J. O. Hodges is editor.

American Motorcyclist and Bicyclist, 461 Eighth Ave., New York, recently paid a contributor for an article that appeared in the December issue.

Restaurant Management, 222 E. 42nd St., New York, is over-inventoried on both long and short material and probably will be until late summer or early fall, according to a recent statement by Ray Fling, editor.

Fortune, 135 E. 42nd Ave., New York, is an editorial note, states: "Fortune long ago discovered that the easy or opinionated generalities of professional writers-of-articles failed to excite men of large affairs, who could see at a glance that they knew more than the writers. Fortune, therefore, put no faith in 'contributors,' but relied entirely on stories worked over and reworked many times by its own staff." Despite this statement, however, the editors express themselves as willing to consider original manuscripts or suggestions.

National Laundry and Cleaning Journal, 461 Eighth Ave., New York, is now owned and managed by M. O. Haggerty, until recently advertising manager of *Laundry Age*, New York. Mr. Haggerty is the brother of William Haggerty, co-founder with James Thacker, of *Laundry Age*.

Glass Industry, formerly at 2 Duane St., New York, has been purchased by John T. Ogden and Cornelius O. Watney, who will publish it from 233 Broadway, New York.

Night Club and Ballroom Management (formerly *Dance Management*), 333 N. Michigan Ave., Suite 501, Chicago, is seeking profit-making ideas taken from the business experience of leading night clubs and ball rooms, showing ways and means employed to build patronage, stressing modernization of equipment, bar fixtures, beer, wine, and liquor sales as revenue producers, sound amplification, acoustics, modernistic lighting effects, and unique and attractive decorative schemes, air conditioning, unusual advertising stunts, etc. Wherever possible, lists of suppliers of equipment and materials should be included. C. W. Austin is editor.

Furniture Index, Fourth and Clinton Sts., Jamestown, N. Y., is reported by contributors to be thoroughly unreliable. Payment in a specific instance has not been made for material published over a year ago. Writers submitting material do so at their own risk.

The Merchandise Manager, 205 E. 42d St., New York, has been sold to *The Dry Goods Economist*, 239 W. 39th St., and will be merged with the latter. No change in editorial policy of the *Economist* is contemplated. At present, Editor C. K. MacDermut, Jr., reports overloaded files, although occasionally room can be made for the exceptional story.

Specialty Salesman Magazine, 307 N. Michigan Ave., Chicago, H. W. Minchin, associate editor, returned several experience items to a contributor, with this explanation: "We conduct several departments in our magazine, and our readers contribute quite heavily, from their actual experience, the kind of brass-tack 'How' items such as the ones now being returned. I make this explanation so that you will know why we are unable to consider the purchase of this particular kind of material."

American Artisan and Heating, Piping and Air Conditioning, published by the Keeney Publishing Co., formerly at 1900 Prairie Ave., Chicago, are now located at 6 N. Michigan Ave.

Super-Service Station, Tribune Tower, Chicago, asks to be omitted from our next Quarterly Market List. "We are not buying a thing, as our own editorial staff writes everything we need," informs Ken Cloud, editor.

Commercial Bulletin and Apparel Merchant, 2642 University Ave., St. Paul, Minn., is not purchasing any editorial material at this time, according to H. S. McIntyre, editor.

The Northwestern Confectioner, 707 N. Broadway, Milwaukee, Wis., Gertrude B. Kluck, editor, writes: "We are still printing a minimum number of pages and are not in the market for outside material."

Modern School Store, 2810 S. Michigan Ave., Chicago, is the result of the merger of *Modern Confectioner* & *Ice Cream Trade* and *National Nut News*.

Suburbs and Country Magazine, 2117 N. Charles St., Baltimore, Md., writes that it is not in the market, all its articles being written by the editor.

The Bureau Farmer, published by the American Farm Bureau Federation, 58 E. Washington St., Chicago, is limited entirely to information on organization activities, and no outside material is purchased.

Say It With Flowers, Detroit, Mich, is not in the market for material at present.

Radio Art, formerly at 420 Lexington Ave., New York, has moved to 501 Madison Ave., New York. It is not in the market for material, and apparently is not being published, although mail is received at the latter address.

CANADIAN LITTLE THEATRE MARKETS

The Literary Dramatic Club, of Banff, Alta., in care either of Mrs. Dean Robinson, secretary-treasurer, Box 25, or Mrs. C. M. Walker, president, Banff, Alta., is always glad to consider play offerings. As its membership includes many more women than men, these should use few male characters. A play using three women and two men would suit this club to a nicety. Canadian playwrights are particularly welcomed.

Brantford Drama League, Brantford, Ont., is a definite market for plays of from twenty to forty-five minutes, the number of characters being not less than four and not more than twelve. E. Reynolds is president, but manuscripts should be addressed to the secretary, 11 Temple Building, Brantford, Ont.

The Drama Group of the Canadian Authors' Association, 431 Prince Albert Ave., Montreal, Que., is in itself a group of playwrights, and is therefore more interested in placing the work of its members than in purchasing elsewhere. Miss Miriam Stein is secretary.

Hart House Theatre, University of Toronto, Ont., states, through Director Edgar Stone, that it is always glad to receive manuscripts "of Canadian authors" but cannot commit itself to production. If production can be arranged, no royalties are paid for original productions.

The Winnipeg Little Theatre, 287 Spence St., Winnipeg, Man., with Norrie Duthie, secretary, is not in the market for plays at the present time.

The New Westminster Little Theatre Association, P. O. Box 398, New Westminster, British Columbia, is "certainly in the market" for good one-act, as well as three-act plays, with not too heavy a royalty. Miss Violet Lackie-Brown, secretary, states that the yearly program constitutes three major productions and a series of social evenings at which two or three one-act plays are presented, according to length.

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All Author & Journalist criticisms are detailed. The only policy in force for length, or amount of critic's time required, is that, irrespective of these, everything shall be done to hasten the progress of the client toward actual sales. Methods by which manuscripts can be improved are pointed out, the most likely markets are suggested.

*Creative blindness: Inability to judge one's own work; arises as a writer's reaction to his finished story is affected by his strong interest in the subject and the mental experience of putting to paper; common among novices, occasional among professionals.

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